



**Vishnu Waman Thakur Charitable Trust's
Bhaskar Waman Thakur College of Science,
Yashvant Keshav Patil College of Commerce,
Vidhya Dayanand Patil College of Arts,**

VIVA College

(Affiliated to University of Mumbai) NAAC ACCREDITED WITH "B" GRADE (CGPA 2.69)

Shri Hitendra V. Thakur
President

Ms. Aparna P. Thakur
Secretary

Dr. V.S. Adigal
Principal

Ref. No. :

Date : 17/02/2024

I the undersigned would like to certify and endorse the page number from 01 to 07 of Criterion VI Pointer no. 6.1 (Academic Diary) during the last 05 academic years (2018-2023) is true to my knowledge.

Principal

Dr. V.S. Adigal





Late Shri. Vishnu Waman Thakur Charitable Trust's
Bhaskar Waman Thakur College Of Science,
Yashvant Keshav Patil College Of Commerce,
Vidhya Dayanand Patil College Of Arts,
(Affiliated to University of Mumbai)

Ram Mandir Road, M. B. Estate, Virar (West) - 401 303. ♦ Tel. : (0250) 2515276 / 2515278



TEACHER'S BOOK

ACADEMIC YEAR : 2022 - 23
SEMESTER : I / III / IV
CLASS : FY Bcom / SY Bcom
SUBJECT : COMMERCE III / NSS FC
NAME OF THE STAFF : Deepa Pradeep Dalvi
DEPARTMENT OF THE STAFF : Commerce

RECORD OF LECTURES CONDUCTED

DATE: 30/06/2022

DAY: Thursday

CLASS	TOPICS COVERED
1. SYBCOM E	Management By Objectives (MBO)
2.	defn, meaning, steps, advantages.
3. Div. G -	Co-ordination - Meaning, Importance
4. SYBCOM F -	MBO - defn, meaning, steps.
5.	Planning - defn, meaning, steps, importance

DATE: 01/07/2022

DAY: Friday

CLASS	TOPICS COVERED
1. Div E	- Management By Exception (MBE)
2. Div H	- Meaning, defn, advantages.
3.	- Management By Objectives (MBO) defn, meaning, advantages
4. Div. A	Steps.
5.	- Importance of co-ordination
	- MBO - meaning, defn, process advantages.

DATE: 02/07/22

DAY: Saturday

CLASS	TOPICS COVERED
1. SYBCOM F	} Components of planning, Co-ordination - defn, meaning, importance of co-ordination.
2. SYBCOM B.	
3.	
4. Blood donation Camp visit at Virar R. Station	
5. @ 10 am to 11:30 am.	

SPACE FOR CURRICULUM

ACADEMIC YEAR :- 2021-22

SEMESTER

III

TERM FROM :

June

TO :

Oct.

Sub: Advertising

Module I - Advertising Agency

Meaning - features - structure & services offered -

Types - Agency selection Criterion - Maintaining

Agency - Client relationship - creative pitch -

Agency compensation - Agency Accreditation

Module II - Media in Advertising

- Popular media for ads on TV, radio, newspaper, film; outdoor.

- Options of online advertising - Role of advt - in PLC - Low involvement, High involvement.

- consumer Behaviour - Target audience & mkt segmentation

Module III - Classification of Advt.

- Advertiser, Area, Audience, media

- Advt in rural area

- Green advt, political advt, retail, financial advt, corp image, primary advertising, Pro-Bono, social advt. by Govt.

Module IV

- Economic Impact of advt.

- Advertising & society interrelationship

- Ethical issues in advt.

- social & Cultural issues

- ASCI

- AAAI

- Doordarshan

- Akashwani

Teaching Plan (Theory)

Academic Year :

Name of the Institute Bhaskar Waman Thakur College Of Science,
Yashvant Keshav Patil College Of Commerce,
Vidhya Dayanand Patil College Of Arts,

Name of the Subject Advertising / Commerce III

Name of the Faculty Deepa Dalvi

Name of the Program S.Y.BCOM

Total No. of chapter in the Semester 04

Semester III

Chapter No.	Topic (Advertising)	No. of Lectures	Sub Topic to be Covered	Media to be used	Date of Commencement	Date of Completion	Remarks (short fall if any)
I	Introduction to Advertising	12	IMC, Advertising concept, features, Active participants, Benefits of advt.,	Chalk & talk.	20/06/20	20/07/20	
III	Economic and Social Aspects of Advertising	11	Economic aspects, Effects on consumer Demand, On monopoly & competition, Social Aspects. Ethical issues, ProBono.	— 11 —	21/07/20	20/09/2020	
III	Brand building & special purpose Advt.	11	Brand Building Trends in Advt.	— 11 —	21/09/2020	12/10/2021	

LIST OF IRREGULAR STUDENTS

Year

MONTH	ROLL NUMBERS	SIGNATURE
July '21		
Div A	20, 21, 27, 28, 34, 35, 38, 45, 49, 59, 72, 73, 75, 90, 91, 94, 95, 97, 99, 102, 106, 108, 109, 110	<u>Updated</u>
Div B	111, 114, 126, 127, 129, 131, 132, 135, 137, 139, 141, 147, 154, 174, 179, 185, 188, 193,	
Div C	197, 200, 204, 228, 242, 248, 251, 252, 262, 264, 265, 274, 277, 284, 292, 300, 305, 309, 326	<u>Updated</u>
Div D	332, 335, 348, 350, 357, 360, 365, 374, 387, 390, 397, 403, 404, 411, 415, 415, 417, 419, 420, 423, 427, 439.	
Div I	881, 885, 891, 893, 895, 905, 934, 938, 940, 950, 955, 970	
Div J	991, 993, 1000, 1006, 1007, 1009, 1011, 1013, 1018, 1019, 1027, 1030, 1032, 1039, 1048, 1053, 1063, 1074, 1079, 1080, 1084, 1087, 1091, 1103, 1110	<u>Updated</u>
Div K	1112, 1113, 1116, 1118, 1119, 1126, 1129, 1132, 1134, 1136, 1137, 1141, 1143, 1151, 1154, 1155, 1159, 1162, 1171, 1178, 1179, 1180	<u>Updated</u>

TIME TABLE

DAY DATE	1 st Lect.	2 nd Lect.	3 rd Lect.	4 th Lect.	5 th Lect.			
MON.	SYBCOM H	SYBCOM G	SYBCOM I					
	SYBCOM I	SYBCOM J						
TUE.	SYBCOM H	SYBCOM G	FYBCOM 'O'					
	SYBCOM J	FYBCOM O	SYBCOM H	SYBCOM I	SYBCOM G			
WED.	FYBCOM 'O'	SYBCOM I	SYBCOM J	SYBCOM H				
	SYBCOM J		SYBCOM H					
THU.	SYBCOM G	SYBCOM J		SYBCOM I				
	SYBCOM G	SYBCOM I	SYBCOM H					
FRI.	SYBCOM J	SYBCOM I		SYBCOM H				
	SYBCOM G	SYBCOM H		FYBCOM 'O'				
SAT.	FYBCOM O		SYBCOM G	SYBCOM J				
	SYBCOM J		SYBCOM I	FYBCOM O	SYBCOM G			

Personal Memorandum of Faculty

Name : Deepa Pradeep Dalvi

Address of Correspondence : 302, Vishnu Darpan CHS,
Virat Nagar, P.P. Marg, Virar (w) 401303

Phone : (Resi.) — Mobile : 9820139229

Class Assigned : SEMESTER I / II / III / IV / V / VI

Year : 2021-22

Permanent Address

Same As Above.