QIF 2.5.4: The institution adheres to the academic calendar for the conduct of CIE

The Director and all faculties prepare the academic calendar well in advance before the commencement of the semester. The calendar outlines the semester plan of activities, internal examination schedule, assignment viva-voce and external examination schedule. The Director of APIMR finalizes the course allocation for the faculty members based on their choice and area of interest or expertise. Before the commencement of semester, faculty members prepares the teaching plan, indicating the topics to be covered lecture wise including the evaluation process for each subject and it is duly reviewed by the Director APIMR. It is then, made available to the students. The Director APIMR prepares the timetable as per the guidelines of the number of credit hours for each subject prior to the commencement of the semester. Time -table is displayed in the on the notice boards. In addition summer projects / dissertation projects, seminars, quiz, competitions, expert sessions, industrial visits, outdoor activities, conference and extracurricular & co-curricular activities are also the part of Continuous Internal Evaluation.

Shri Bhairavnath Shikshan Prasarak Mandal's Adhalrao Patil Institute of Management & Research At/Po.Landewadi (Chinchodi), Tal.Ambegaon,(Pune)

SBSPM's ADHALRAO PATIL INSTITUTE OF MANAGEMENT & RESEARCH, LANDEWADI, PUNE

ACADEMIC CALENDER 2017-18

	July	August	September	October	November	December	January	February	March	April	May	Jun	
Sun				Vijaydasmi									Sun
Mon				2 Gandhi Jayanti			1 Session Starts			2 Online Examination			Mon
Tue		1		3			2			3 Online Examination	1 University Exam		Tue
Wed		2		4	1 online ex		3			4 Online Examination	2 University Exam		Wed
Thu		3		5 (Kojagiri Pournima)	2 online ex		4	1	1	5 Online Examination	3 University Exam		Thu
Fri		4	1	6	3 online ex	1 Eid-E-Milad	5	2	2 Holi	6 Online Examination	4 University Exam	1	Fri
Sat	1	5	Ganesh Festival	7	4 online ex	2 Univ. Exam	6	3	3	7 Online Examination	5 University Exam	2	Sat
Sun						3 Dattajayanti			4 Shivaji Jayanti		6 Closing of Semester Work	3	Sun
Mon	3	7 Krishna Janmashtami	4	9	6 online ex	4 Univ Exam	8	5	5	9 Online Examination	7	4	Mon
Tue	4	8 Session Start	Navratri Begins	10	7 online ex	5 Univ Exam	9	6 Day Celebration	6 Rang Panchmi	10 Online Examination	8	5	Tue
Wed	5	9	6	11	8 online ex	6 Univ Exam	10	7Day Celebration	7	11 Online Examination	9	6	Wed
Thu	6	10	7	12	9 online ex	7 Univ. Exam	11	8 Day Celebration	8	12 Online Examination	10	7	Thur
Fri	[illegible]	11 Induction Programm	8	13	10 online ex	8 Univ. Exam	12	9 Day Celebration	9	13 Online Examination	11	8	Fri
Sat	8	12 Induction Programm	9 Library Day	14 Diwali Celebration	11 online ex	9 Univ. Exam	13 Lohri	10 Ind. Visit	10	14 Ambedkar Jayanti	12	9	Sat
Sun	Sangam Pournima	13			12	Vaikunth Chaturdashi	14 Makar Sankranti					10	Sun
Mon	10	14 Shri Krishna Jayanti	11		13 Assign. Sub/ viva	11Univ. Exam	15	12	12 Indust. Visit	16 Assign. Sub/ viva	14	11	Mon
Tue	11	Gokulashtami	12		14 Assign. Sub/ viva	12	16	13 Maha Shivratri	13 Indust. Visit	17 Assign. Sub/ viva	15	12	Tue
Wed	12	16	13		15 Assign. Sub/ viva	13	17	14	14 Indust. Visit	18 Assign. Sub/ viva	16	13	Wed
Thu	13	[illegible]	14		16 Assign. Sub/ viva	14	18	15	15 Indust. Visit	19 Assign. Sub/ viva	17	14	Thur
Fri	14	18	15		17 Assign. Sub/ viva	15	19 State L Semi.	16	16 Indust. Visit	20	18	15	Fri
Sat	15	19	16		18 Assign. Sub/ viva	16	20 State L Semi	17	17 Indust. Visit	21	19	16	Sat
Sun	16	20			19		21	18	18 Gudi Padwa		20	17	Sun
Mon	17	21	18		20	18	22	19	19	23 University Exam	21	18	Mon
Tue	18	22	19		21	19	23	20	20	24 University Exam	22	19	Tue
Wed	19	23	20		22	20	24	21	21	25 University Exam	23	20	Wed
Thu	[illegible]	24 Hartalika	21 Ghatsthapna		23	21	25 A S Gathering	22	22	26 University Exam	24	21	Thur
Fri	21	[illegible]	22		24	22	26 Repub. Day/A S Gathering	23	23	27 University Exam	25	22	Fri
Sat	22	26	23		25	23	27 A S Gathering	24	24	28 University Exam	26	23	Sat
Sun	23 Lok Manya Tilak Jayanti	27	24		26	24	28	25	25 Ram Navami	29	27	24	Sun
Mon	24	28	25	30 online ex	27	25 Christmas	29	26	26	30 University Exam	28	25	Mon
Tue	25	29 Ganesh Festival	26	31 online ex	28 Uni. Exam	26	30	27	27		29	26	Tue
Wed	26	30	27		29 Uni. Exam	27	31	28	28		30	27	Wed
Thu	27	31	28		30 Uni. Exam	28			29		31	28	Thur
Fri	28		29			29			30 Good Friday			29	Fri
Sat	29		Gandhi Jayanti			30			31 Hanuman Jayanti Chaitra Pournima			30	Sat
Sun	30												Sun
Mon	31												Mon
	July	August	September	October	November	December	January	February	March	April	May		

Institute of Management & Research Landewadi (Chinchodi), Tal.Ambegaon,(Pune)

SBSPM's Adhalrao Patil Institute of Management

Time Table for MBA Semester I - 2017-18

Div- A

Time /Day	Mon	Tue	Wed	Thu	Fri	Sat
10:00 - 11:00	EABD	EABD	BRM	EABD	BRM	LAB
	AG	AG	VT	AG	VT	DS
11:00-12:00	OB	LAB	BRM	LAB	BRM	BOM
	SW	DS	VT	DS	VT	MB
12:00-01:00	ABD	ABD	OB	ABD	BOM	ABD
	AL	AL	SW	AL	MB	AL
01:00-01:30	Break	Break	Break	Break	Break	Break
01:30-02:30	BOM	OB	BOM	EABD	LAB	OB
	MB	SW	MB	AG	DS	SW
02:30-03:30	MF	EADR	BCL	LL	T&P	
	MC	JH	JH	MC	JH	
03:30-03:40	Break	Break	Break	Break	Break	Break
03:30-04:30	MF	EADR	BCL	LL		T&P
	MC	JH	JH	MC		JH
04.30-0530						

Name		Subb Code	
Dr Jitendra Hude	JH	115 EADR	108 BCL
Dr. Dayanand Surwade	DS	103 LAB	
Prof. Vishvajit Thigale	VT	104 BRM	
Prof. Ms Anita Lohot	AL	101ABD	
Prof. Mahesh Bombale	MB	106 BOM	
Prof. Mayur Chikhale	MC	107 MF	112 LL
Prof. Amit Ghotane	AG	102 EABD	
Prof. Sonalli Walse	SW	105 OB	
Training & Placement	TP	T&P	

101	Accounting for business decisions
102	Economic Analysis for Business Decisions
103	Legal Aspects of Business
104	Business Research Methods
105	Organizatrional Behaviour
106	Basic of Marketing
107	Management Fundamentals
108	Business Communication Lab
112	Leadership Lab
115	Enterprise Analysis- Desk Reserch

Shri Bhairavnath Shiksnan Prasarak Mandal's ★ Adhalrao Patil Institute of Management & Research ★ A/P.Landewadi (Chinchodi), Tal.Ambegaon,(Pune)

Shri Bhairavnath Shikshan Prasarak Mandal's
ADHALRAO PATIL
Institute of Management and Research
Approved by AICTE & Affiliated to University of Pune

Name of the Faculty: Prof. Mahesh Bomble
Name of the Subject with Code: 106 Basics Of Marketing
Type: External

Class: MBA Sem.: I
No. of Sessions Per Week:

Lecture No.	Day & Date	Unit	Topic/s to be Covered	Book/s referred with page no.	Teaching Methodology
1		1	Introduction of Students	Marketing Management - Philip Kotler, Kavin Lane Keller,AbrahanKoshy Marketing Management -Rajan Saxena	
2			Basics Introduction of Subject		Board/ PPT, Discussion
3			Definition & Function of Marketing , Scope of Marketing		Board/ PPT, Discussion
4			Core Concepts of Marketing such as Need, Want, Demand, Customer Value, Exchange,		Board/ PPT, Discussion
5			Customer &Consumer, Customer Satisfaction, Customer Delight, Customer Loyalty, Marketing v/s Market		Board/ PPT, Discussion
6			Markets: Definition Of Markets, Competition, Key customer of Markets		Board
7			MCQ TEST & Open Book Test		Library Session
8			Company Orientation towards Market Place: Produt,Production,sales, Marketing,Societal, Transactional,Relational, holistic, Marketing Orientaion.		Board/ PPT, Discussion
9			Selling vsMarketing, concept Of Marketing Myopia.Itroduction of marketing Mix:		Board/ PPT, Discussion

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10			Concept Of marketing mix and Definition of 7Ps. People, Process and Physical Evidance		Board/ PPT, Discussion
11			New Marketing Realities: Major societal forces		Board/ PPT, Discussion
12			New consumer Capabilities,and new company capabilities		Board/ PPT, Discussion
13			MCQ TEST		
14			Written test Unit 1		
15		2	Consumer Behaviour: Meaning and Importance Of Consumer Behaviour	Marketing Management -Rajan Saxena	Board/ PPT, Discussion
16			Comparision between Oranizational buying behaviour and Consumer Buying behaviour		Board/ PPT, Discussion
17			MCQ TEST		
18			Buying Roles of consumer behaviour		Board/ PPT, Discusion
19			Five step Buyer decision Process		Board/ PPT, Discusion
20			Open Book test Test On Unit 2		Library Session
21		3	Marketing Environment: Concept Of Environment: Macro and Micro.	Marketing Management - Philip Kotler, Kavin Lane Keller,AbrahanKoshy Marketing Management -Rajan Saxena	Board/ PPT, Discussion
22			Need for analyzing the Marketing Environment and Inroduction Of Macro Environmemt		Board/ PPT, Discussion
23			Macro Environment: Analyzing the Economic, socio-cultural, Demographic.		Board/ PPT, Discussion
24			MCQ TEST		Board/ PPT, Discussion
25			Legal-Regulatory, Technical,Environmental Environment		Board/ PPT, Discussion
26			Linkage Of Marketing Function With all fuctions in the organization.		Board/ PPT, Discussion
27			Concept of Market Potential and Market Share		
28			Presentations		C Lab Session
29			Written Test On Unit no 3		
30		4	Segmentation, Target Marketing & Positioning:		Board/ PPT, Discussion

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31			Marketing as Value Delivery Process: Traditional & modern approaches		Board/ PPT, Discussion
32			Segmentation: Definition, Need for segmentation, Benefits of segmentation to marketers, Bases for market segmentation of consumer goods & industrial goods, Criteria for effective segmentation	Marketing Management - Philip Kotler, Kavin Lane Keller,AbrahanKoshy	Board/ PPT, Discussion
33			Levels of Market Segmentation: Segment Marketing, Niche Marketing, Local Marketing, Mass Marketing.		Board/ PPT, Discussion
34			Target Market : Concept of Target Market and criteria for selection of target market		Board/ PPT, Discussion
35			Positioning: Concept of Differentiation &Positioning, Introduction to the concepts of Value Proposition & USP.		Board/ PPT, Discussion
36			MCQ Competiton		
37			Presentation		
38			Open Book Test		
39		5	Product :Meaning of product, Goods & Services Continuum, Classification of consumer products – Convenience, Shopping, Specialty, Unsought, classification of industrial products – material & parts, capital items, supplies & services	Marketing Management -Rajan Saxena	C Lab Session & Disscussion
40			Product Levels: The customer value hierarchy		C Lab Session & Disscussion
41			Product Mix: Width, Depth, Consistency & Product line		C Lab Session & Disscussion
42			Open Book Test		Library Session
43			MCQ		

Reference Books

Book 1 Marketing Management - Philip Kotler, Kavin Lane Keller,AbrahanKoshy

Book 2 Marketing Management, Rajan Saxena, TMGH, 4th Edition

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