

B.COM Department

Teaching Learning Resources 17-18

Name of the teacher	Class	Subject	TLR
Steffi Salve		MARKETING & HUMAN RESOURCE MANAGEMENT	1. Use of PPT 2. Others: Advertisement Videos on Market Segmentation, Consumer Behavior, Product Positioning, Pricing Strategies, Branding, Competitive Marketing Strategies, Product Life Cycle, etc.
	TYBCOM	MARKETING & HUMAN RESOURCE MANAGEMENT	1. Use of PPT 2. Others: Job Analysis via Naukri.com , Internshala.com . 3. Videos on E-recruitment, E-selection
Avneet Kaur	TYBCOM(SEM V)	COMPUTER SYSTEMS & APPLICATIONS-I	PPT: https://drive.google.com/drive/folders/1d6CUjGY5owQ76GLOod-h6OyYIH6divck?usp=sharing
Avneet Kaur	TYBCOM(SEM VI)	COMPUTER SYSTEMS & APPLICATIONS-II	PPT: https://drive.google.com/drive/folders/1d6CUjGY5owQ76GLOod-h6OyYIH6divck?usp=sharing Others: https://drive.google.com/drive/folders/1DsAeXBbd1CE8FbL3XXPfUmMZvBMEHsPV