



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

Sunder Nagar, Malad (West), Mumbai- 400 064.

ISO 21001 : 2018 CERTIFIED

Date: 13th September, 2024.

B. A. (MULTIMEDIA & MASS COMMUNICATION) PROGRAM

Syllabus for Class Test, (CIA), September 2024

FYBAMMC SEMESTER - I- NEP

Exam Date - 22/9/2024

Sr. No.	Name of the Course	Name of the Faculty	Marks	Duration	Syllabus
1	GE/OE - IT Google Workspace	Mr. Kiran Mungekar	10 marks	30 minutes	MODULE 1: <ul style="list-style-type: none">● Google Workspace & Mastering email communication with Gmail● Google Calendar, Meet and Chat● Google Drive● Google Docs
2	GE/OE - Entrepreneurship Management	Ms. Mona Sheth	05 marks	15 minutes	MODULE 1: <ul style="list-style-type: none">● Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur,● Types of Entrepreneurs Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India. Options available to entrepreneurs- franchising and outsourcing. Cases on takeover, mergers and acquisitions in India and at global level.● Women Entrepreneurs: Problems and Promotion. Social Entrepreneurship - Definition, Importance
3	Indian Knowledge System	Mr. Jainish Gotecha	10 marks	30 minutes	MODULE 1: <ul style="list-style-type: none">● Introduction to IKS● Why IKS?● Scope of IKS● Tradition of IKS● Relevant sites in the vicinity of the Institute

Ms. Akanksha Mangavkar
BAMMC Coordinator

DI/N-STD/GEN/00

CA Durgesh Y. Kenkre
Exam Convenor

Ms. Subhashini Naikar
Vice Principal, SFC



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