



**PRAHLADRAI DALMIA LIONS COLLEGE
OF COMMERCE & ECONOMICS**
ISO 9001: 2015 Certified

Syllabus for Class Test, (CIA), May, 2024

Date: 29th April , 2024

M.Com Semester II

No.	Name of the Faculty	Stream	Subject	Syllabus for PCT
1	Ms. Subhashini Naikar	Advance Accountancy and Business Management	Change Management	Module 1: Chapter 1 (Basics of Change Management & Individuals) , Chapter 2 (Leader & Team Change Management)
2	CA Pratiksha Jain	Advance Accountancy	Advanced Cost Accounting	Cost Allocation and Activity based Costing system
3	Mr. Gufran Qureshi	Advance Accountancy	Advanced Trends in Accounting - II	Unit 1: Financial Report A) Trial Balance- Phase of the accounting process, Ledger balances on a particular date and classification of errors B) Profit and loss account-Introduction, purpose, analysis of report, direct and indirect cost and format of profit and loss account. Balance sheet-Features, Purpose, importance, and balance sheet formats.
4	Dr. Nishit Dave	Advance Accountancy	Corporate Finance	Module 3: Financial Analysis- Application of Ratio Analysis in Financial Decision Making.
5	Mr. Adil Nomani	Buisness Management	Brand Management	Module 1
6	Ms. Aadity Sharma	Buisness Management	Professional Intelligence	Module 1 (Unit 1): Introduction to Professional Intelligence: Definition, meaning of human intelligence, Gardener Theory of multiple intelligence, types of intelligence, concept and features of PI, Importance to firm and individual Professional Intelligence in practice: Process of developing PI, factors affecting PI, Qualities required for PI, Challenges of PI
7	Ms. Tejal Mogre	Buisness Management	Hospitality Management Courses	Module 1. Soft skills development.
8	Dr. Vinaya Naik	Buisness Management	Customer Relationship Management	Module 1 - Chapter 1 - Customer Relationship Management: concept and process of CRM, objectives of CRM, customer value management, customer satisfaction and retention, measuring CRM , customer experience management and Chapter 2 - Customer Service and Customer relationship marketing: customer needs, purchase patterns, concept and imp of consumer behaviour, nature of consumer service, 4Cs, relationship marketing and its process, strategies for building relationship.

Prof. Pankaj Jain	Prof. Durgesh Kenkre	Prof. Subhashini Naikar	Prof. (Dr) Digambar N. Ganjewar
(Coordinator)	(Exam convener)	(Vice- Principal, SFC)	(Principal)