



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

Syllabus for Class Test, (CIA), November, 2023

Date: 22nd November, 2023

M.Com Semester I

No.	Name of the Faculty	Stream	Subject	Syllabus for PCT
1	Ms. Subhashini Naikar	Advance Accountancy and Business Management	Organisational Behaviour	UNIT-1 INTRODUCTION TO CONSUMER BEHAVIOUR a) Consumer Behaviour- Meaning, Significance of consumer behaviour, Types of Consumer Behaviour (complex, variety seeking, Dissonance reducing, habitual), Current trends in Consumer Behaviour. UNIT-2 DETERMINANTS OF CONSUMER BEHAVIOUR a) Internal factors & External Factors affecting consumer behaviour, Influences on Buyer behaviour- Cultural, Social, Demographic & Psychographic influences, Organisational buyer's decision process.
2	Dr. Neha Chitlangiya	Advance Accountancy and Business Management	Research Methodology	Module 1 : Unit 1: (a) Meaning of Research, Need and Scope of Research in Social Science, Humanities, Commerce and Management. Types of Research(basic, applied, descriptive, analytical, casual and empirical research). (b) Planning of Research, Selection of Research Problem, Research Design, Significance of Review of Literature, Formulation , Importance and Types of Hypothesis, Significance and Methods of Sampling.
3	Mr. Pankaj Jain	Advance Accountancy	Advanced Cost and Management Accounting	Module 1 : Marginal Costing
4	CA Jayesh Sakpal	Advance Accountancy	Advanced Financial Accounting	Module 2: Final Accounts and Statutory Requirements of Banking Companies
5	Mr. Gufran Qureshi	Advance Accountancy	Advanced Trends in Accounting	Module 1- User Interface and Company Management
6	Mr. Satish Pandey	Accountancy	Direct Tax	Module 1: Definitions and Basis of charge (Definitions: Person, Assessee, Income Basis of Charge: Previous Year, Assessment Year, Residential Status, Scope of Total Income, Deemed Income). Module 2: Heads of Income (Income from other sources, Income from House Property)
7	Ms. Tejal Mogre	Business Management	Business Ethics	Module.1 Introduction of Business Ethics
8	Ms. Charusheela Shah	Business Management	Strategic Management	Module 1: Introduction to Strategic Management
9	Dr. Vinaya Naik	Business Management	Consumer Behaviour	Module 1: Introduction to Consumer Behaviour
10	Ms. Shraddha Chavan	Business Management	Human Resource Management	Module 1- Human Resource Management

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