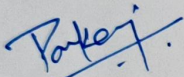




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MCOM I - SEMESTER II

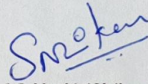
SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Aarti Singh	MacroEconomics	1	National Income & Related concepts , purchasing Power parity theory , Human Development Index and related concepts
2	Prof. Subhashini Naikar	Research Methodology	1	Introduction to Research : Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. Formulation of research problem, Research Design, significance of Review of Literature Hypothesis: Formulation, Sources, Importance and Types Sampling: Significance, Methods, Factors determining sample size
3	Prof. Nitisha kumar	E Commerce	1	Evolution, introduction, history, roadmap of E Commerce in India, benefits and challenges of e comeerce, e commerce business strategies for markeing, sales and promotions, Business Models of E Commerce, process, need and importance of models, alternative models of B2B E Commerce, E Commerce sales product life cycle Model
4	Prof. Pankaj Jain	Corporate Finance	4	Business Risk and Financial Risk, Cost of Capital, Capital structure theories



Prof. Pankaj Jain
M.Com Co-ordinator



Prof. Durgesh Kenkre
Exam Convenor



Prof. Subhashini Naikar
Vice-Principal (Degree SFC)



Dr. Kiran Mane
I/C Principal

DI/N-STD/GEN/00

Date : 22/3/2022





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MCOM II - SEMESTER IV (ACCOUNTANCY)

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Durgesh Y Kenkre	adv fin. Accounting	NA	1) valuation of goodwill and shares and 2) consolidated financial statements
2	Prof. Pankaj Jain	Financial Management	3	1) Management and Financing of Working Capital, 2) Cash Management, 3) Receivables Management, 4) Inventory Management
3	Prof. Satish Pandey	Indirect Tax	1 & 4	Overview of Goods and Service Tax : Introduction and Meaning of GST and IGST Scope of GST, Present/old Tax Structure v/s GST, GST in Other Countries Existing taxes proposed to be subsumed under GST, Principles adopted for subsuming the taxes, Dual GST, Benefits of GST GST Council, GST Network (GSTN) and GST regime Integrated Goods and Services Tax Act, 2017: title and definitions, administration. Place of Supply : Section 10, 11 & 12 of IGST Act, 2017

MCOM II - SEMESTER IV (MANAGEMENT)

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Aadity sharma	Advertising and sales management	1	concept of advertising, features, significance, classification, IMC, behavioural model, Dagmar model, hierarchy of effects, Ad agency, functional departments, types, measures, evaluation criteria, media, new media options, forms, criteria, methods
2	Prof. Nirav Tawadia	Logistic & supply chain Management in E-Commerce	1	Logistic in E-commerce – Features, Significance, Evolution, E-Commerce logistics in developed market, ICT infrastructure for future logistics, E- logistics for transport modes and nodes, Airfreight, Rail-freight, Road-freight, Sheep-Freight, Automating E-logistics- B2C E-commerce fulfillment, E-fulfillment dimension, Inventory Management
3	Dr. Vinaya Naik	Management of Business Relations	2	Business Relations: Need, importance of business relations, business relationship management competencies, role of business relation manager, qualities and skills of business relation manager, Principles, steps, trends , impact of communication on business relations, challenges faced by BRM, recent techniques and trends in BRM. Introduction to CRM and customer value: introduction to customer, categories of customer, features of CRM, ,merits and demerits of CRM in an organization, types of CRM, Goals of CRM, CRM process framework, winning effective markets through CRM, Approaches to CRM, understanding customer value and CVM, Customer loyalty and loyalty matrix, E-CRM, benefits of E-CRM, CRM implementation, Role of customer service representative in an organization

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