



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 26th JULY, 2022

CIT SYLLABUS TYBMS-A-SEM-V- AUGUST-22

Sr.No.	Subjects	Module	Content
1	Logistics & Supply Chain Management	Module 1	Chapter 1 - Introduction to Logistics Management. Chapter 2 - Introduction to Supply Chain Management. Chapter 3 - Customer Service. Chapter 4 - Demand Forecasting
2	Corporate Communication & Public Relations	Module 1	Foundation of Corporate Communication : (a) Corporate Communication : scope and relevance (b) Key concept in Corporate Communication. (c) Ethics and Law in Corporate Communication.
3	Investment Analysis & Portfolio Management	Module 1	RISK AND RETURN- a) Expected Return with Probability and without Probability (Avg.Return), b) Standard Deviation, c) Beta, d) Expected Return based on CAPM, e) Holding period Return, f)Types of Investment Risk
4	Financial Accounting		Accounting for investments and Accounting for foreign exchange transactions
5	Risk Management	MODULE 1	Chapter 1 Introduction to Risk Management Chapter 2 Risk Management Chapter 3 Principles of Risk
6	Direct Taxes	MODULE 1	Introduction of Tax , definition , Residential status, scope of total income, income from house property

CA Durgesh Kenkre
Co-ordinator
DI/N-STD/GEN/00

Prof Subhashini Naikar
Vice Principal SFC

Dr Kiran Mane
I/C Principal

DI/N-STD/GEN/00

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.

Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 26th JULY, 2022

CIT SYLLABUS TYBMS-B-SEM-V- AUGUST-22

Sr.No.	Subjects	Module	Content
1	Logistics & Supply Chain Management	Module I	Chapter 1 - Introduction to Logistics Management. Chapter 2 - Introduction to Supply Chain Management. Chapter 3 - Customer Service. Chapter 4 - Demand Forecasting
2	Corporate Communication & Public Relations	Module I	Foundation of Corporate Communication : (a) Corporate Communication : scope and relevance (b) Key concept in Corporate Communication. (c) Ethics and Law in Corporate Communication.
3	Services Marketing	Module I	Chapter 1. Introduction of Services Marketing - • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy Chapter 2. Services Marketing Environment - • Service environment, need of marketing, Types of marketing environment, Factors stimulating the transformation of the service marketing environment, Impact of new economic policy on services • Goods vs Services Marketing, Goods Services Continuum Chapter 3. • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change
4	E- Commerce & Digital Marketing	Module I	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Myths of E-Commerce • Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.

Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 26th JULY, 2022

5	Customer Relationship Management	MODULE - 1	<i>Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM</i>
6	Sales & Distribution Management	MODULE - 1	<i>Introduction to sales management, role of sales department, evolution of sales management, Interface of sales with other management functions, Qualities of a sales manager, meaning of sales management, development in sales management, effectiveness to efficiency, Multidisciplinary approach, Internal marketing, increased use of internet, CRM, professionalism in selling, Structure of sales organisation, Distribution management, meaning, importance, role, evolution, Integration of marketing, sales and distribution</i>

CA Durgesh Kenkre
Co-ordinator
DI/N-STD/GEN/00

Prof Subhashini Naikar
Vice Principal SFC

Dr Kiran Mane
I/C Principal

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 26th JULY, 2022

CIT SYLLABUS TYBMS-C-SEM-V- AUGUST-22

<i>Sr.No.</i>	<i>Subjects</i>	<i>Module</i>	<i>Content</i>
1	<i>Logistics & Supply Chain Management</i>	<i>Module I</i>	<i>Chapter 1 - Introduction to Logistics Management. Chapter 2 - Introduction to Supply Chain Management. Chapter 3 - Customer Service. Chapter 4 - Demand Forecasting</i>
2	<i>Corporate Communication & Public Relations</i>	<i>Module I</i>	<i>Foundation of Corporate Communication : (a) Corporate Communication : scope and relevance (b) Key concept in Corporate Communication. (c) Ethics and Law in Corporate Communication.</i>
3	<i>Strategic HRM and HR Policies</i>	<i>MODULE 1</i>	<i>Strategic Human Resource Management (SHRM), Meaning, Features, Evolution, Objectives, Advantages & Barriers, Traditional HRM v/s SHRM, Roles in SHRM, Changing roles of HR Professionals, Models of SHRM, HR environment, Linking SHRM & Business Performance.</i>
4	<i>Performance Management and Career Planning</i>	<i>MODULE 1</i>	<i>Performance Management – An Overview Performance Management– Meaning, Features, Components of Performance Management, Evolution, Objectives, Need and Importance, Scope, Performance Management Process, Prerequisites of Performance Management, Linkage of Performance Management with other HR functions, Performance Management and Performance Appraisal, Performance Management Cycle Best Practices in Performance Management, Future of Performance Management. Role of Technology in Performance Management</i>
5	<i>Talent and Competency Management</i>	<i>MODULE 1</i>	<i>Talent and competency management - overview talent management cycle - meaning , features , and advantages, life cycle of talent management system , Companies adopting TMS and competency management , pillars of talent management system, trends in TMS , performance management and talent management system, HR role in talent management system , Five building blocks of TMS #Talent acquisition and talent pool principles of talent management, talent gaps# sources of talent management Critical success factors in TMS</i>

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.

Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 26th JULY, 2022

6	Stress Management	MODULE 1	Stress – concept, features, types of stress Relation between Stressors and Stress Potential Sources of Stress – Environmental, Organizational and Individual Consequences of Stress – Physiological, Psychological and Behavioural Symptoms Stress at work place – Meaning, Reasons Impact of Stress on Performance Work Stress Model Burnout – Concept Stress v/s Burnout
---	-------------------	----------	--

CA Durgesh Kenkre
Co-ordinator
DI/N-STD/GEN/00

Prof Subhashini Naikar
Vice Principal SFC

Dr Kiran Mane
I/C Principal

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 26th JULY, 2022

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.

Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in