



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

## NOTICE

Date: 23<sup>rd</sup> March 2022

**BMS ( BACHELOR OF MANAGEMENT STUDIES)**

**SYLLABI FOR CLASS TEST (CIA), April 2022 (SEMESTER 2)**

Sr.No.	Subjects	NAME OF SUBJECT TEACHER	Module	Content
1	Business Mathematics	Prof. Manisha Jadhav	II	Matrices and Determinants • Matrices: Some important definitions and some important results Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix) • Determinants of a matrix of order two or three properties and results of Determinants • Solving a system of linear equations using Cramer's rule • Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method • Case study: Input Output Analysis
2	Industrial Law	Prof. Poonam Sharma	I	Chapter 1-Industrial Disputes Act, 1947 & Chapter 2- Trade Unions Act, 1926
3	Principles of Marketing	Prof. Anshu Jindal	I	Chapter 1-Features, Advantages and scope of marketing, 4P's and 4C's, marketing vs selling, concepts of marketing, orientation of a firm, all marketing concepts
4	Business Communication - II	Prof. Kritika Rao	I, II	1. presentation 2 interviews 3 Meetings 4 conferences 5 Public relations
5	Principles of Management	Prof. Shruti Rao	I, II	Nature of management - significance, role and skills, levels of management, concepts of PODSCORR, Managerial grid, evolution of management thoughts, contribution of F.W Taylor, Henri Fayol and contingency approach Planning and decision making, elements, process, limitation and MBO, Decision making, meaning importance making
6	Business Environment	Prof. Mohini Nadkarni	I	• Business: Meaning, Definition, Nature & Scope, Types of Business Organizations • Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment • Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis • Introduction to Micro-Environment Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)

CA Durgesh Kenkre

Co-ordinator

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