



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

NOTICE

Date: 27th January, 2022

PCT SYLLABUS SYBMS SEM -IV 2021-22

Subjects	Module	Unit/Chapter
Information Technology in Business Management – II	Module I and Module - II	<ul style="list-style-type: none"> • Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS • Decision support system Definition Relationship with MIS • Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS • Concepts of ERP • ERP Implementation concepts , ERP life cycle • Concept of XRP (extended ERP) • Concept of e-CRM E-CRM Solutions and its advantages , Data Mining and CRM , CRM and workflow Automation • Concept of E-SCM
Business Economics-II	Module-I	Chapter 1- Intro to Macroeconomics Chapter 2- Circular Flow of Income Chapter 3- National Income Concepts Chapter 4 - Trade Cycle Chapter 5 - Theory of Effective Demand
Business Research Methods	Module-I	1 Introduction to business research methods <ul style="list-style-type: none"> • Meaning and objectives of research• Types of research– a)Pure, Basic and Fundamental b) Applied, • Concepts in Research: Variables, Qualitative and Quantitative Research,• Stages in the research process. • Characteristics of Good Research ,• Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. ,• Research design– Meaning, Definition, Need and Importance, Steps in ,research design, Essentials of a good research design, Areas ,• Sampling–a) meaning of sample and sampling, b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snowball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.
Production & Total Quality Management	Module-I	Introduction to production management, definition, evolution, concept, objectives, functions, product development, plant layout, purchase management, plant location

Foundation Course (Ethics & Governance) – IV	Module-I	Chapter 1 - Introduction to Ethics Chapter 2 - Nature, Type and Scope of Ethics & Chapter 3 - Evolution of Ethics
Financial Institutions & Markets	Module-I	CHP 1: Financial System Theoretical Settings . CHP 2:Structure of Indian financial system. CHP 3 Microfinance
Strategic Cost Management	Module I and Module - II	Unit 1 Introduction to Strategic Cost management Unit 2 Activity Based Costing practical
Event Marketing	Module I and Module - II	Chapter 1:-Introduction to events Chapter 2:- Segmentation ,Targeting and Positioning of Events and Concept of Product in Events
Tourism Marketing	Module I and Module - II	Introduction to Tourism, Tourism Marketing, Phases of Tourism, Tourism Planning, Tourism Marketing Segmentation, 4 A's of Tourism, Marketing Strategy, Product Mix of Tourism Marketing
Training & Development in HRM	Module I and Module - II	Overview of Training, Process of Training, Assessment of Needs, Criteria & Design, Overview of Development, Counselling Technique, Career Development, Succession Planning
Conflict & Negotiation	Module I and Module - II	Chapter 1:-Overview of Conflict Chapter 2 Conflict Management



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