



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

## NOTICE

Ref No \_\_\_\_\_

Date: 01<sup>ST</sup> March, 2021

### PCT SYLLABUS SYBMS SEM -IV 2020-21

Subjects	Module	Unit/Chapter
Information Technology in Business Management – II	Module I and Module - II	Module I and Module – II
Business Economics-II	Module-I	Chapter 1- Intro to Macro Economics 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	Chapter 1-Introduction to Business Research Methods
Production & Total Quality Management	Module-I	Chapter I: Production Management
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	Chapter 1: Introduction to Financial System Chapter 2: Micro Finance
Strategic Cost Management	Module-I	Unit 1 Introduction to Strategic Cost management Unit 2 Activity Based Costing practical
Event Marketing	Module-I	Marketing, Designing concept, Communication Tool, Direct Marketing, Events creativity, Key elements of events, events infrastructure, Target Audience, Case Studies, Hospitality, 5C's of events, Communication process in Event Marketing
Tourism Marketing	Module-I	Introduction, Tourism Marketing, Phases of Tourism, Tourism Planning
Training & Development in HRM	Module-I	Overview of Training, Process, Assessment of Training Needs, Criteria & Designing
Conflict & Negotiation	Module-I	Chapter 1- Overview of Conflict Chapter 2- Conflict Management

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