



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

## **NOTICE**

Date: **27th January, 2022**

### **PCT SYLLABUS TYBMS (FINANCE) SEM -VI 2021-22**

| Subjects                              | Module                                                | Unit/Chapter                                                                                                                                                                  |
|---------------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Operation Research</b>             | Unit 1-Ch 1 And Ch2, Unit2--Ch6 , Unit 4--Ch10,Ch ,11 | Ch 1:Introduction To Operations Research,Ch 2:Linear Programming-I(Basic Concept And Formulation),Ch 6:Assignment Problems,Ch10:Job Sequencing Problems,Ch 11:Theory Of Games |
| <b>International Finance</b>          | Module-I & II                                         | Ch. 1 : Introduction to International Finance<br>Ch. 2 : Balance of Payments<br>Ch. 3 : International Monetary Systems<br>Ch. 5 : Foreign Exchange Markets (Theory Only)      |
| <b>Project Management</b>             | Module-I                                              | Ch 1:- Introduction of Project management<br>Ch 2:- Organization structure<br>Ch 3:- Project selection<br>Ch 4:- Project Manager                                              |
| <b>Strategic Financial Management</b> | Module-II                                             | Chp 1: Capital Budgeting ; Chp 2 : Capital Rationing                                                                                                                          |
| <b>Indirect Taxes</b>                 | Module-I                                              | Introduction of GST , Composition scheme, definition , And registration ,rate of GST                                                                                          |

**CA Durgesh Kenkre**  
Co-ordinator

**Prof Subhashini Naikar**  
Vice Principal SFC

**Dr Kiran Mane**  
I/C Principal

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**PCT SYLLABUS TYBMS (MARKETING)SEM -VI 2021-22**

| Subjects                               | Module                                             | Unit/Chapter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Operation Research</b>              | Unit 1-Ch 1 And Ch2, Unit2--Ch6 ,Unit4-Ch10, Ch,11 | Ch 1:Introduction To Operations Research,Ch 2:Linear Programming-I(Basic Concept And Formulation),Ch 6:Assignment Problems,Ch10:Job Sequencing Problems,Ch 11:Theory Of Games                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Brand Management</b>                | Module-I                                           | Chapter 1 - Introduction to Brand Management<br>Chapter 2 - Strategic Brand Management<br>Chapter 3 - Brand Positioning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Retail Management</b>               | Module-I                                           | Chapter 1 - Introduction to retail management<br>Chapter 2 - Retail Formats<br>Chapter 3 - Emerging trends in retail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>International Marketing</b>         | Module-I                                           | International marketing- meaning, features, need and drivers, Process, Phases, Benefits and challenges, Distinguish between domestic and international marketing, EPRG Framework, methods of entry in international markets, Globalisation. Unit 2 International marketing environment- meaning features Economic Political and Legal Environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Media Planning &amp; Management</b> | Module-I & II (Half)                               | Media Planning Process,Meaning of Media & Features of Media, Meaning of Media Planning , Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, , Regulatory Framework and Legal Aspects in Media Planning<br>1.2 Media Research-Meaning, Role and Importance Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen’s Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey. 1.3 Organization Structure of media company. 2.1 Media Mix: Meaning, Need for Media Mix, Identifying Audience for Mass Media , Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal |

|  |  |                                                                                        |
|--|--|----------------------------------------------------------------------------------------|
|  |  | Media Mix. 2.2 Emerging Media:Online, Mobile, Gaming, In flight, In Store, Interactive |
|--|--|----------------------------------------------------------------------------------------|



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### **PCT SYLLABUS TYBMS (HRM) SEM -VI 2021-22**

| Subjects                                | Module                                             | Unit/Chapter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Operation Research</b>               | Unit 1-Ch 1 And Ch2, Unit2--Ch6, Unit4-Ch10, Ch,11 | Ch 1:Introduction To Operations Research,Ch 2:Linear Programming-I(Basic Concept And Formulation),Ch 6:Assignment Problems,Ch10:Job Sequencing Problems,Ch 11:Theory Of Games                                                                                                                                                                                                                                                                                                                                                                 |
| <b>HRM in Global Perspective</b>        | Module-I                                           | IHRM- meaning features objective reasons significance scope IHRM v/s Domestic HRM, Approaches Limitations Qualities organisational Dynamic Components Qualities Cross cultural management Comparative HRM managing diversity cultural shock                                                                                                                                                                                                                                                                                                   |
| <b>Organisational Development</b>       | Module-I & II (Half)                               | UNIT 1 - Organizational Development- An overview<br>UNIT 2 - Organizational Diagnosis, Renewal and Change (Till Re-energising)                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>HRM in Service Sector Management</b> | Module-I                                           | Chapter 1 - Service Sector Management - An Overview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Indian Ethos Management</b>          | Module-I                                           | Module 1<br>a) Indian Ethos Meaning, Features, Need, History, Relevance, Principles Practised by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices b) Management Lessons from Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management |

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