



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: **01 MARCH, 2021**

TYBMS SEM VI PCT SYLLABUS

Subjects	Module	Unit/Chapter
Operation Research	Module 1, Module 2, Module 4	Ch.1--Introduction to operations Research Ch.2--Linear Programming-I(Problem Formulation) Ch.3--Linear Programming-II(Graphical method) Ch. 6--Assignment problems Ch.10--Job sequencing problems Ch.11--Theory of Games
Strategic Financial Management	Module 2	Ch. 3- Capital Budgeting , Ch. 4 - Capital Rationing
Indirect Tax	Module 1	Introduction of GST, Rate of GST , Composition Scheme of GST, Computation of total tax liability, Definition of GST
Project Management	Module 2 , Module 3	Ch. 9 -Operational Analysis , Ch. 10 -Funds Estimation in Project , Ch. 12- Cost Benefits Analysis in projects
International Finance	Module 1 , Module 2	Ch. 1 - Introduction to IF, Ch. 2 - Balance of Payment, Ch. 3 - International Monetary Systems and Ch. 5- Foreign Exchange Markets (Theory Only)
Brand Management	Module 1	Ch. 1. - Introduction to Brand Management, Ch 2. - Strategic Brand Management,
Media Planning and Buying	Module 1 , Module 2	Ch.1- Overview of Media and Media planning Ch 2-.Sources of media planning Ch 3-Media planning professional Ch 4- Media mix and media strategies
Retail Management	Module 1	Ch 1- Introduction to retail management. Ch 2- Retail Formats. Ch 3- Emerging Trends in Retail
International Marketing	Module 1 , Module 2 {Part a}	Ch 1- Introduction to International Marketing and Trade, Ch 2- International Marketing environment and Marketing Research- only International Marketing Environment part

CA Durgesh Kenkre
Co-ordinator
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