



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 01 MARCH, 2021

PCT SYLLABUS FYBMS-SEM-II MARCH-21

Sr.No.	Subjects	Module	Content
1	BUSINESS MATHEMATICS	MODULE -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
2	BUSINESS ENVIRONMENT	MODULE -I	Introduction to Business Environment • 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)
3	PRINCIPLES OF MANAGEMENT	MODULE -I	Nature of Management • Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
4	BUSINESS COMMUNICATION	MODULE -I AND MODULE -II	Presentation Skills Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation 2 Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
5	INDUSTRIAL LAW	MODULE -I. (Chapter 1 and Chapter 2)	Laws Related to Industrial Relations and Industrial Disputes • Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926
6	PRINCIPLES OF MARKETING	MODULE - I	Introduction to Marketing • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing

CA Durgesh Kenkre
Co-ordinator
DI/TT-STD/EXB

Prof Subhashini Naikar
Vice Principal SFC

Dr Kiran Mane
I/C Principal

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com

Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 01 MARCH, 2021

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com
Website: www.dalmialionscollege.ac.in



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Ref No _____

Date: 01 MARCH, 2021

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com
Website: www.dalmialionscollege.ac.in