



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS

CIT SYLLABUS AUGUST- 2022


SYBMS-A- FINANCE

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Manisha Jadhav	Information Technology in Business Management-II	MODULE I	Introduction to IT Support in Management • Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Introduction to Information Systems and its major components. Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) □ Types of CBIS - brief descriptions and their interrelationships/hierarchies □ Office Automation System(OAS) □ Transaction Processing System(TPS) □ Management Information System(MIS) □ Decision Support Systems (DSS) □ Executive Information System(EIS) □ Knowledge based system, Expert system • Success and Failure of Information Technology. Failures of Nike and AT&T • IT Development Trends. Major areas of IT Applications in Management • Concept of Digital Economy and Digital Organization. • IT Resources Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)
2	Prof. Vishwajeet / Prof. Aadity sharma	Strategic management	MODULE I	Introduction to strategic management, Business Policy- Meaning, nature, importance. Strategy - Meaning, definition. Strategic management - Meaning, definition, importance , process and levels of strategy, concept and importance of SBU, Strategic Intent- Mission, Vision, Goals, Objectives, Plans
3	Prof. Durgesh Y Kenkre	Accounting for Managerial Decision		Working Capital Management
4	Prof. Hitesh Sharma	Cost Accounting	Module 1 & 3 Only Cost Sheet	1. Introduction to cost Accounting meaning, Nature and scope - objective of Cost accounting Financial accounting v/s Cost Accounting - advantage and disadvantages 2. Cost Sheet (Current and Estimated) (Practical Problems)
5	Prof. Harshal Adani	Corporate Finance	Module 1, 4 and 2 (Leverages)	Ch 1 - Introduction to Corporate Finance ; Ch 8 - Mobilization of Funds ; Ch 4 - Leverages
6	Prof. Megha Toprani	Foundation Course - 3	MODULE I	Environment: Definition and Composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere. Biogeochemical Cycles: Concept and Water cycle. Ecosystem & Ecology, Food chain, Food Web & Energy Flow Pyramid. Resources: Meaning, Classification (Renewable & Non - Renewable), Types & Exploitation of Natural Resources in Sustainable Manner.
7	Prof. Nirav Tawadia	Business Planning & Entrepreneurial Management	MODULE I	• Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.

SYBMS-B-MARKETING

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Namrata Mahajan	Information Technology in Business Management-II	MODULE I	Introduction to IT Support in Management • Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Introduction to Information Systems and its major components. Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) □ Types of CBIS - brief descriptions and their interrelationships/hierarchies □ Office Automation System(OAS) □ Transaction Processing System(TPS) □ Management Information System(MIS) □ Decision Support Systems (DSS) □ Executive Information System(EIS) □ Knowledge based system, Expert system • Success and Failure of Information Technology. Failures of Nike and AT&T • IT Development Trends. Major areas of IT Applications in Management • Concept of Digital Economy and Digital Organization. • IT Resources Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)
2	Prof. Vishwajeet / Prof. Aadity sharma	Strategic management	MODULE I	Introduction to strategic management, Business Policy- Meaning, nature, importance. Strategy - Meaning, definition. Strategic management - Meaning, definition, importance , process and levels of strategy, concept and importance of SBU, Strategic Intent- Mission, Vision, Goals, Objectives, Plans
3	Prof. Durgesh Y Kenkre	Accounting for Managerial Decision		Working Capital Management
4	Prof. Anshu Jindal	Consumer Behaviour	MODULE I	Meaning , Features and Importance, Types of Consumers,-Diversity of consumers, types of consumer behaviour, Consumer profiling, Consumer involvement ,Application of CB in marketing, consumr -decision making process, Factors affecting CB,need recognition
5	Ms. Sheetal Poojari	Advertising	MODULE I	Definition, Evolution of Advertising, Importance, Scope, Features, benefits, Five M's of Advertising. Types of advertising - Consumer advertising, Industrial Advertising, Institutional Advertising,
6	Prof. Megha Toprani	Foundation Course - 3	MODULE I	Environment: Definition and Composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere. Biogeochemical Cycles: Concept and Water cycle. Ecosystem & Ecology, Food chain, Food Web & Energy Flow Pyramid. Resources: Meaning, Classification (Renewable & Non - Renewable), Types & Exploitation of Natural Resources in Sustainable Manner.
7	Prof. Nirav Tawadia	Business Planning & Entrepreneurial Management	MODULE I	• Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.

SYBMS-C -HRM

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE COVERED	TOPICS COVERED CHAPTER WISE
1	Prof. Namrata Mahajan	Information Technology in Business Management-II	MODULE I	Introduction to IT Support in Management • Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Introduction to Information Systems and its major components. Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) □ Types of CBIS - brief descriptions and their interrelationships/hierarchies □ Office Automation System(OAS) □ Transaction Processing System(TPS) □ Management Information System(MIS) □ Decision Support Systems (DSS) □ Executive Information System(EIS) □ Knowledge based system, Expert system • Success and Failure of Information Technology, Failures of Nike and AT&T • IT Development Trends. Major areas of IT Applications in Management • Concept of Digital Economy and Digital Organization. • IT Resources Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)
2	Prof. Vishwajeet	Strategic management	MODULE I	Introduction to strategic management, Business Policy- Meaning, nature, importance. Strategy - Meaning, definition. Strategic management - Meaning, definition, importance, process and levels of strategy, concept and importance of SBU, Strategic Intent- Mission, Vision, Goals, Objectives, Plans
3	Prof. Durgesh Y Kenkre	Accounting for Managerial Decision		Working Capital Management
4	Prof. Sangeeta Chaudhary	OB and HRM	MODULE I	UNIT I - Organizational Behavior-I • Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB • Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture & Climate • Individual and Group Behaviour -OB models–Autocratic, Custodial, Supportive, Collegial & SOBC in context with Indian OB • Human Relations and Organizational Behaviour
5	Prof. Anshu Jindal	Motivtion and Leadership	MODULE I	Concepts,Importance, Tools, Theory Z,Equity theory, Expectancy theory,Valence 4--Drive model
6	Prof. Megha Toprani	Foundation Course - 3	MODULE I	Environment: Definition and Composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere. Biogeochemical Cycles: Concept and Water cycle. Ecosystem & Ecology, Food chain, Food Web & Energy Flow Pyramid. Resources: Meaning, Classification (Renewable & Non - Renewable), Types & Exploitation of Natural Resources in Sustainable Manner.
7	Prof. Nirav Tawadia	Business Planning & Entrepreneurial Management	MODULE I	• Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur. Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.
				
	Prof. Durgesh Kenkre BMS Coordinator & Exam Convenor	Prof. Subhashini Naikar Vice Principal - SFC		Dr. Kiran Mane I/c Principal