



Prahladrai Dalmia Lions College of Commerce & Economics

ISO 21001:2018

Bachelor of Management Studies

Syllabus for Class Test, (CIA), AUGUST, 2026

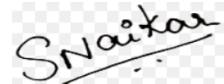
SYBMS SEMESTER III-AICTE

Sr. No.	Name of the Course	Name of the Professor	Portion/ syllabus
1	Business Economics	Dr. Neha Chitlangiya	Module 1: Introduction and Demand Analysis ● Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations:equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium ● Demand Function - nature of demand curve under different markets Meaning, significance,types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts
2	E-COMMERCE	Ms. Poonam Sharma	Module 1: Introduction to Digital Financial Services -Unit 1: Evolution of E-Commerce in Financial Services * Discuss the historical context of banking and insurance services. * Introduce how internet and mobile technologies reshaped service delivery. * Compare traditional vs. digital service models. * Case examples: HDFC Net Banking, LIC's e-services, Paytm Insurance. Unit 2: Digital Banking Infrastructure * Explain the components of Core Banking Solutions (CBS). * Demonstrate how APIs enable third-party integration (FinTechs, BNPL services). * Walk through mobile banking interfaces and functionalities.*Explore cloud computing, blockchain basics, and data management in digital finance. Examples: YONO by SBI, ICICI iMobile, Razorpay's banking API use cases.
3	CYBER SECURITY	Mr. Pushkaraj Arte	Module 1: Introduction to Digital and Cyber Security: Meaning and importance of Digital Security, Cyberspace, Digital Footprint, Cyber Hygiene, CIA Triad, Cyber Threats, Vulnerabilities and basic principles of information security
4	Equity and Debt Markets	Mr. Vishwajeet Chaudhari	Module 1, Sources of finance, Equity market, Debt Market
5	Consumer Behavior	Ms. Anshu Jindal	Module 1:Consumer Behaviour definition,Features,Importance,Types of Consumer, Diverssity of consumers and their behaviour, Types of Consumer Behaviour, Profiling the consumer and understanding their needs, Consumer decision making process, Determinants of buyer behaviour, factors afeecting each stage, Need recognition

6	OB and HRM	Ms. Anshu Jindal	Module 1: Introduction to OB: Definition, concept, Features, Challenges, Evolution of OB, Importance, Cross cultural dynamics, Creating ethical Organisational culture and climate, Individual and group behaviour, OB models, Human relations and Organisational Behaviour
7	Introduction to Finance	Mr. Hitesh Sharma	Introduction to finance, definition, nature and scope financial Management, Meaning scope and objective, organisational framework of financial management.
8	Basics of Financial Services	Dr. Sneha Hathi	Module 1: Financial System and Services An overview of Financial System, Financial Markets, Structure of Financial Market (Organized and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products, Function of Financial System,
9	Introduction to Marketing	Ms. Mona Sheth	Module 1 Introduction to Marketing: Definition, features, advantages and scope of marketing.
10	Sales and Distribution Management	Dr. Tejal Mogre	M.1 Distribution Management - Meaning, Role, Channels. Sales Management - CRM, Evolution, Sales manager qualities, Sales department functions.
11	Introduction to HR	Mr. Vishwajeet Chaudhari	Module 1, Introduction to human resource management and HRM
12	Recruitment and Selection	Ms. Mona Sheth	Module 1 Recruitment



Dr. Sailee Shringarpure
BMS Coordinator



Ms. Subhashini Naikar
Vice Principal - SFC



Prof. (Dr.) Digambar N. Ganjewar
Principal

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