



Prahladrai Dalmia Lions College of Commerce & Economics




ISO 21001:2018

Bachelor of Management Studies

Syllabus for Class Test, (CIA), AUGUST, 2025

SYBMS SEMESTER III

Sr. No.	Name of the Course	Name of the Professor	Portion/ syllabus
1	Cyber Security	Mr.Pushkaraj Manohar Arte	Module 1:Introduction to cyber crime -Introduction to cyberspace,Need for cyber security,Definitions and origin of cyber crime,Cyber crime and information security,Cybercriminals and classification of cyber crimes,Legal framework: Cyber law overview of Indian IT Act (2000)
2	Business Economics	Dr. Neha Chitlangia	Meaning, scope & significance of business economics, basic tools - opportunity cost, incremental and marginal concepts, basic economic relations - functional relations : equations, total, average & marginal concepts, introduction to market demand - law of demand, supply and equilibrium in the market. . introduction to nature of demand curve, nature of demand curves (under different market conditions), introduction to elasticity of demand, elasticity of demand : TYPES : price, income, cross & promotional elasticity ; APPLICATIONS & NUMERICALS
3	E-Commerce	Mr. Nirav Tawadia	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.
4	Introduction to Finance	Ms. Vibha Bhavsar	Module 1: Introduction to Finance Finance, Definition, Nature and scope of Finance function Financial Management: Meaning, scope and objectives Organisational framework of financial management- Relationship of finance department with other departments- Role of Finance Manager
5	Equity and Debt Markets	Ms. Jigna Makwana	Module 1: Introduction to Equity & Debt Market Shares - Meaning, types, advantages, limitations Debentures- Meaning, types, advantages, limitations Public Deposits- Meaning, advantages, limitations Borrowing from banks- types of loans, advantages, limitations Reserves and surplus, bonus shares, retained earnings, Dividend policy, Role of Depreciation, Importance, advantages and limitations of these sources,Equity market meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position.

6	Basics of Financial Services	Ms. 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	
7	Consumer Behavior	Ms. Tejal Mogre	Module 1. Consumer Behaviour features, C.B. types, Consumer types, Decision making process	
8	Sales and Distribution Management	Mr. Jainish Gotecha	Module 1 - Introduction to sales and distribution management	
9	Introduction to Marketing	Ms. Mona Sheth	Modual 1 Introduction to Marketing	
10	OB and HRM	Ms. Tejal Mogre	Module 2. HRM meaning-functions-objectives, HRD meaning- functions-objectives	
11	Introduction to HR	Mr. Jainish Gotecha	Module 1 - Understanding of Human Nature.	
12	Recruitment and Selection	Ms. Mona Sheth	Module 1 Recruitment, Job Analysis, Job Design, Source or Type of Recruitment, Technique of Recruitment	
				
	Ms. Sailee Shringarpure	Ms. Subhashini Naikar	Prof. (Dr.) Digambar N. Ganjewar	
	BMS Co-ordinator	Vice Principal - SFC	Principal	
	DI/TT-IT/TLP/00			