



Prahladrai Dalmia Lions College of Commerce & Economics

ISO 21001:2018

Bachelor of Management Studies

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

TYBMS SEMESTER V

Sr. No.	Name of the Course	Name of the Professor	Portion/ syllabus/Topic
1	Logistics & Supply Chain Management	Mr. Nirav Tawadia	Introduction to Logistics and Supply Chain Management, Key elements of Customer Service and Demand Forecasting
2	Corporate Communication & Public Relation	Ms. Aadity Sharma & Ms. Neha Sharma	Module 1: Foundation of Corporate communication
3	Direct Taxes	Ms. Sailee Shringarpure	Module 1- Definitions and Residential Status-Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Income, Previous Year, Person. Determination of Residential Status of Individual, Scope of Total Income (S.5) (THEORY AND PRACTICALS OF RESIDENTIAL STATUS AND SCOPE OF INCOME)
4	Financial Accounting	Mr. Rahul Yadav	Accounting for Foreign Transaction and Investment accounting
5	Investment Analysis & Portfolio Management	Mr. Sandip Rawool	Module 1 - Introduction to Investment Environment - Investment Process , Types of investors, Speculation , Gambling , Investment Avenues and Factors influencing Selection of Investment alternatives , NSDL , CDSL , BSE , Penny Stock etc & Module 2 - Risk and Return Relationship - Types of Risk , Holding Period Return and Systematic and Unsystematic Risk , Measurement of Beta , Standard Deviation , Variance and all related theory
6	Risk Management	Ms. Jigna Makwana	Module 1. Introduction, Risk Measurement and Control, Definition, Risk Process, Risk Organization, Key Risks Interest, Market, Credit, Currency, Liquidity, Legal, Operational, Risk Management V/s Risk Measurement Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations, Principles of Risk Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures-Simulation Method, Duration Analysis, Linear and other Statistical Techniques, Beta, holding period return and standard deviation numeric question
7	Customer Relationship Management	Ms. Mona Sheth	UNIT 1 -• Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners • Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM • Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges • CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention,
8	Sales & Distribution Management	Ms Ruhi Main	Chapter- 1 Sales & Distribution Management
9	Services Marketing	Mr. Jainish Gotecha	Unit 1 - Introduction to Services Marketing
10	E-Commerce & Digital Marketing	Ms. Poonam Sharma	Unit I- Introduction to E-Commerce in full, Unit II- E-Business & Important concepts in E-Business
11	Strategic HRM & HR Policies	Ms. Namrata Murugeshan	UNIT 1- Strategic Human Resource Management- An Overview
12	Performance Management & Career Planning	Ms. Mona Sheth	UNIT 1- • Performance Management– Meaning, Features, Components of Performance Management, Evolution, Objectives, Need and Importance, Scope, Performance Management Process, Pre-Requisites of Performance Management, Linkage of Performance Management with other HR functions, Performance Management and Performance Appraisal, Performance Management Cycle • Best Practices in Performance Management, Future of Performance Management. • Role of Technology in Performance Management
13	Stress Management	Ms. Poonam Sharma	Unit I- Understanding Stress in full, Unit II- Pre-Requisites of Stress Free Life and Anxiety
14	Talent & Competency Management	Mr. Jainish Gotecha	Unit 1 - Introduction to Talent Management, Unit 2 - Talent Management System

Ms. Sailee Shringarpure
BMS Coordinator

Ms. Subhashini Naikar
Vice Principal - SFC

Prof. (Dr.) Digambar N. Ganjewar
Principal

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