



**PRAHLADRAI DALMIA LIONS COLLEGE
OF COMMERCE & ECONOMICS
ISO 9001: 2015 Certified**

NOTICE

Date: 21st July, 2023

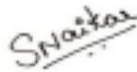
**BACHELOR OF MANAGEMENT STUDIES.
PCT SYLLABUS TYBMS FOR CLASS TEST, AUGUST, 2023.**

Subjects	Name of the teacher	Unit/ Chapter/ Module
Logistics & Supply Chain Management	Mr. Nirav Tawadia	Module I - Overview of Logistics and Supply Chain Management a) Introduction to Logistics Management b) Introduction to Supply Chain Management
Corporate Communication & Public Relations	Ms. Manjula Kamath. & Mr. Adil Nomani.	Unit 1- Foundation of corporate communication a) Corporate communication Scope & relevance b) Key concept in Corporate communication c) Ethics & Law in Corporate communication
Investment Analysis & Portfolio Management	Mr. Pankaj Singh	Unit 1- Introduction to Investment Environment a) Introduction to investment Environment b) Capital Market in India Unit 2- Risk Return Relationship Measurement of Beta Calculation of standard Deviation / Variance
Financial Accounting	C.A. Durgesh Y. Kenkre	Accounting of transactions in foreign currency and Investments Accounting
Risk Management	Ms. Charusheela Shah.	Unit 1: Introduction to risk management and Control:- Definition Risk process, risk organization, key risks, Risk management v/s risk measures- managing risk, diversification, investment strategies and Introduction to quantitative risk measurement and its limitations. Principles of Risk- Alpha and Beta Additional (Extra topics) - Quantitative Risk management vs Qualitative Risk management, Quantitative risk management tools (Theory and sums)
Direct Taxes	Mr. Rahul Yadav	Introduction of Tax and direct tax, residential status, scope of total taxable, income from house property.
Services Marketing	Ms. Namrata Murugesan.	Unit 1- Introduction of services marketing-• Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services, Role of Services in Modern Economy, Services Marketing Environment, Goods vs Services Marketing, Goods Services Continuum, Consumer Behaviour, Positioning a Service in the MarketPlace, Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty, Type of Contact: High Contact Services and Low Contact Services, Sensitivity to Customers' Reluctance to Change
E- Commerce & Digital Marketing	Ms. Aadity Sharma	Module 1.. Introduction to E commerce: meaning, features, categories, advantages and limitations, traditional e commerce, environmental factors,

		factors responsible for growth of e commerce, myths, impact, trends, M commerce, benefits and Trends.
Customer Relationship Management	Ms. Ridisha Tarkari.	Unit 1- Introduction to Customer Relationship Management
Sales & Distribution Management	Mr. Adil Nomani.	Unit1:Sales Management, Distribution Management
Strategic HRM and HR Policies	Ms. Aadity Sharma	Module 1.. SHRM An overview: meaning, features, evolution, objectives, advantages, barriers, SHRM v/s traditional hrm, steps, roles, models, HR environment, linking SHRM and business performance.
Performance Management and Career Planning	Ms. Poonam Sharma	Module I- Overview of Performance Management- Meaning, Features, Components, Evolution, Objectives, Need & Importance, Scope, Process, Pre-requisites, Linkage of Performance Management with other HR functions, Performance Management & Appraisal, Performance Management Cycle, Best Practices, Future, Role of Technology.
Talent and Competency Management	Ms. Tejal Mogre.	Introduction to Talent Management
Stress Management	Ms. Namrata Murugesan.	Unit 1 - Understanding Stress- Stress – concept, features, types of stress, Relation between Stressors and Stress, Potential Sources of Stress – Environmental, Organizational and Individual, Consequences of Stress – Physiological, Psychological and Behavioral Symptoms, Stress at workplace – Meaning, Reasons Impact of Stress on Performance, Work Stress Model, Burnout – Concept, Stress v/s Burnout



CA Durgesh Kenkre
Coordinator



Prof Subhashini Naikar
Vice Principal SFC



Prof. (Dr.) Digambar Ganjewar
Principal

DI/N-STD/GEN/00

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