Prahladrai Dalmia Lions College of Commerce & Economics

ISO 21001:2018

Bachelor of Management Studies

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

TYBMS SEMESTER V-AICTE

Sr. No.	Name of the Course	Name of the Professor	Portion/ syllabus
1	Logistics and Supply Chain Management	Mr. Nirav Tawadia	Unit I - Overview of Logistics and Supply Chain Management. Chapter 1. Introduction to Logistics Management. Chapter 2. Introduction to Supply Chain Management. 3. Customer Service: Key Elements of Logistics. Chapter 4. Demand Forecasting.
2	Corporate Communication and PR	Ms. Manjula Kamath	Unit 1Foundation of Corporate Communication a)Corporate communication: scope and relevance b) Key concept n corporate communication c) Ethics and law in corporate communication
3	Kautilya's Trading Philosophy -MARKETING	Ms. Aadity Sharma	module 1: the gurukul concept, physchosocial relationship between guru and shishya, residential and holistic learning, role of self discipline, the master apprentice bond, gurukul as a vocational training hub in the pre colonial india, clash between gurukul learning and industrialization, importance of gurukul model in corporate hr, holistic onboarding strategies
4	Indigenous Banking and Wealth Management -FINANCE	Ms. Jigna Makhwana	Module 1 Introduction to Indigenous Banking: Definitions and features; evolution of community-based guilds (Multanis, Marwaris, and Pathans). The Anatomy of a Hundi: Operational Mechanics: Darshani (Demand) vs. Muddati (Usance) Hundis, Discounting methods, brokerage, and "Ant" (local credit currency). Core Operational Functions: Remittance and Inland Trade Financing, Information Irregularity & Private Postal Networks (The 18th-century "Bloomberg" terminal). The Concept of 'Pat' (Financial Honor): Creditworthiness without formal credit scores; transition from agricultural surplus to liquid merchant capital.
5	Kautilya's Trading Philosophy -MARKETING	Ms. Mona Sheth	Module 1 Foundation of KAutilyan Economics and Trade : The context of Wealth , the Science of Livelihood,Market Organization ,Private vs.State Enterprise.

6	Investment Analysis and Portfolio Management-Finance	Mr. Sandeep Rawool	Module 1 - **Introduction to Investment Environment and Risk - Return Relationship -** Introduction to Investment Environment, Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment Avenues, Factors Influencing Selection of Investment Alternatives ::::: **Module 2 - Risk - Return Relationship** - Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta.
7	Product and Brand management-Marketing	Ms. Poonam Sharma	Unit 1: Introduction to product management - Introduction to product management, Types of new products; Technology strategy for product innovation; New product development process; Packaging innovations; Positioning innovations; New product failures; Cases of Innovating companies. ● Process Innovations Introduction; Concept of Process; Features of process; Types of process innovations; Process Management; Process improvement methods; Business process reengineering; Benchmarking. ● Innovations Diffusion Introduction; Concept of diffusion and adoption; Impact of innovations; Diffusion as an integral part of innovation strategy; Innovations diffusion theories; Factors influencing diffusion strategy; Internalization of innovations. ● Product Strategy: Perceived Quality and Relationship Marketing ● Pricing Strategy: Setting Prices to Build Brand Equity ● Channel Strategy: Direct, Indirect Channels
8	Talent and Competenc y Management -HR	Ms. Mona Sheth	Modual 1 Introduction to telent Management -meaanig scope need of management,Benefits limitation of Talent Management ,Principles and source of talent management Talent Gap Menaing Role of talent Management .
9	Risk Management	Dr.Sneha Hathi	Module 1: Introduction to Risk Management Unit 1: Concept of Risk and Risk Management Teaching Points: 1. Definition of Risk – Understanding risk in financial and operational contexts. 2. Types of Risks – Market risk, credit risk, operational risk, liquidity risk, and strategic risk. 3. Importance of Risk Management – Role in organizational stability and profitability. 4. Risk Management Process – Identification, assessment, mitigation, monitoring, and reporting.

10	Digital and Cyber Security	Mr. Pushkaraj Arte	Module 1: Digital Security fundamentals,Cyber Space, Digital Footprint, Cyber Hygiene,CIA Triad, Types of CyberThreats. Malware,Phishing, Social Engineering,Passwords,MFA, SafeBrowsing, Email &NetworkSecurity.

Dr. Sailee Shringarpure
BMS Coordinator

Ms. Subhashini Naikar
Vice Principal - SFC

Prof. (Dr.) Digambar N. Ganjewar
Principal

DI/N-STD/GEN/00