






PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS

SYBMS SEM 4 SYLLABUS FOR PCT FEBRUARY, 2023

SR. NO	NAME OF THE PROFESSOR	SUBJECT	MODULE	TOPICS COVERED
1	Prof. Sangeeta C.	Training & Development in HRM	MODULE - I	UNIT I - Overview of training • Overview of training– concept, scope, importance, objectives, features, need and assessment of training. • Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Types– On the Job & Off the Job Method. • Assessment of Training Needs, Methods & Process of Needs Assessment. • Criteria & designing-Implementation– an effective training program
2	Prof. Sangeeta C.	Tourism Marketing	MODULE - I	Unit I - Introduction to Tourism Marketing of Tourism & Tourist, Features of Tourism, Purpose of Tourism, Adverse Effects of Tourism, Factors Influencing growth of Tourism, Classification of Tourism; Types of Tourism: Health, adventure, rural, cultural, religious, eco-Tourism, wedding Tourism, cruise Tourism. Unit I - Introduction to Tourism Marketing of Tourism & Tourist, Features of Tourism, Purpose of Tourism, Adverse Effects of Tourism, Factors Influencing growth of Tourism, Classification of Tourism; Types of Tourism: Health, adventure, rural, cultural, religious, eco-Tourism, wedding Tourism, cruise Tourism. • Tourism Marketing Meaning, Objectives of Tourism Marketing, Importance of Tourism Marketing, Problems of Tourism Marketing. • Phases of Tourism: Economic Approach, Environmental Approach, Cost Benefit Approach. • Tourism Planning: Process, Study of market, Levels of tourism planning, Organization of a tour. Tour Operators and Travel Agents: functions, types, distribution network, Travel agency operations, Travel Organization-Individual and group, travel itinerary. Travel Formalities and Documentation.
3	Prof. Nirav Tawadia	Foundation course-IV	MODULE - I	Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition. Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India

4	Prof. Manjula Kamath	Event Marketing	MODULE - I	Event marketing-definition meaning,Evolution if Event marketing,Advantages,5C's, Evaluation of events,interaction points,Importance of Events as marketing communication tools,Communication process in event marketing,Marketing tools,Varied marketing needs, How do we improve or embrace it?Event creativity,Key elements of events?,Key elements of events,
5	Prof. Manjula Kamath	Conflict & Negotiation	MODULE - I	Conflict -meaning,nature,Tranision in conflict thought,Functional & Dysfunctional conflict, Meaning of Industrial /Organisational conflict,Conflict Outcomes,Five belief domains of conflicts
6	Prof. Sheetal Poojari	Business Research Methods	MODULE - I	Introduction to BRM: Meaning & Objectives of reserach, Types of reserach, Concepts in reserach , Stages in Reserahc process, Characteristics of good research, Hypothesis , Research design, Sampling
7	Prof. Neha mam	Business Economics-II	MODULE - I	Introduction to Macroeconomics: Meaning, scope and importance of macroeconomics, Circular Flow of Income, Measurement of National Product, Trade Cycles, Keynesian Economics - Theory of Effective Demand and Consumption Function
8	Prof. Nikhil Shinde	Information Technology in Business Management-II	MODULE - I	Overview of MIS, Definition, Characteristics, Subsystems of MIS (Activity and Functional sub: Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft, Concept of e-CRM. E-CRM Soluti Privacy Issues and CRM
9	Prof. Sailee	Auditing	MODULE - I	Module I- Basics Financial Statements, Users of Financial Information, Definition of Auditing, Objectives of Auditing - Primary and Secondary, Expression of Opinion, Detection of Frauds and Errors, Inheren Limitations of Audit• Errors and Frauds Concepts, Reasons and Circumstances, Types of Errors -Commission, Omission, Principle and Compensating, Types of Frauds, Risk of Fraud and Error in Audit, Auditor's Duties and Responsibilities in Respect of Fraud• Principles of Audit Integrity, Objectivity, Independence, Confidentiality, Skills and Competence, Materiality and Work Performed by Others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting• Types of Audit Meaning, Advantages and Disadvantages of Balance Sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit, Annual Audit• Miscellaneous Advantages of Independent Audit, Qualities of Auditors, Auditing Vs Accounting, Auditing Vs Investigation.
10	Prof. Aadity Sharma	Production & Total Quality Management	MODULE - I	production management, introduction, historical evolution, objectives, functions, product development, plant layout, plant location, purchase management
11	Prof. Hitesh Sharma	Strategic Cost Management	MODULE - 2 & 4	Activity based costing, practical questions Marginal costing Variance Analysis and Responsibility Accounting [Practical questions] Standard costing- Material, Labour

				
CA Durgesh Kenkre		Prof. Subhashini Naikar		Dr. Kiran Mane
BMS Coordinator & Exam Convenor		Vice Principal - SFC		I/c Principal
DI/N-STD/GEN/00				