

Applicable For Academic Session 2020-21

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

Semester I

- 101 Management Concepts & Application
- 102 Quantitative Techniques For Management
- 103 Managerial Economics
- 104 Organizational Behaviour &
Industrial Psychology
- 105 Financial Accounting for Managers
- 106 Marketing Management

Semester II

- 201 Human Resource Management
- 202 Financial Management
- 203 Production Management
- 204 Legal Aspects of Business
- 205 Research Methodology
- 206 Project Report and Viva Voce

PGDBM- 101 MANAGEMENT CONCEPTS & APPLICATIONS

UNIT-I INTRODUCTION

Management : Meaning, significance, Scope & Process, Principles of Management, Evolution of Management thoughts; Different levels of Management, Managerial Skills, Roles & Functions of managers.

UNIT-II PLANNING & DECISION MAKING

Planning : Meaning and Importance , Planning Process, Types of Plans, Objectives and goals, Planning Vs Forecasting, Management By Objective.

Decision Making : Decision Process & Techniques, Group decision making, Rationality in Decision Making.

UNIT-III ORGANIZING & STAFFING

Meaning of Organization, Types of Organization, Departmentation, Span of Management, Delegation – Centralization and Decentralization of Authority, Meaning of Staffing, Recruitment, Selection & Placement, Training & Development.

UNIT-IV DIRECTING & CONTROLLING

Directing : Elements, Principles and Techniques;

Control : Process and Techniques of Control, Management of Change.

UNIT-V INTERNATIONAL PERSPECTIVE OF MANAGEMENT

Contemporary issues and International perspective of management, TQM, 5S system as given by Mc Kinsey.

SUGGESTED READINGS

Essentials of management--

The Practice of Management --

Principles of Management--

Management Concepts & Strategies--

Principles & Practices of Management--

Management

Principles of Management

Harold Koontz & Heinz Weihrich

Drucker, Peter F.

Teray, George, R & Franklin.Sc.

J.S. Chand

L.M. Prasad.

James F.Stoner

George R. Terry & S.G. Franklin, AITBS

PGDBM -102 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT

UNIT- I DESCRIPTIVE STATISTICS

Descriptive Statistics : Scope, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles, Measures of Dispersion – Range, Interquartile range, Mean deviation, Mean Absolute deviation, Standard deviation, Variance, Coefficient of Variation.

UNIT- II CORRELATION & REGRESSION ANALYSIS

Correlation Analysis : Karl Pearson's Coefficient of Correlation and Properties of Correlation.

Regression Analysis : Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

UNIT- III TIME SERIES ANALYSIS

Concept, Additive and Multiplicative models, Components of Time Series. Trend Analysis: Least Square method, Index Numbers – Meaning, Types & Uses of index numbers, Construction of Price, Quantity and Volume indices – Fixed base and Chain base methods.

UNIT- IV PROBABILITY AND PROBABILITY DISTRIBUTION

Basic Concepts of Probability, theory of probability, Discrete Probability Distribution, Continuous Probability Distribution, , Additive and Multiplicative Laws.

UNIT- V SAMPLING AND SAMPLING DISTRIBUTION

Sampling methods, Sampling distribution, Large Sample test, Small Sample Test (T, F, Z Test & Chi-Square test).

SUGGESTED READINGS

Statistics For Management
Statistical Method
Quantitative Technique
Quantitative Technique
Business Statistics

Levin & Rubin
P. Gupta
Srivastava, Shanoy & Sharma
C.R. Kothari
G.C. Beri

UNIT- I INTRODUCTION

The Economics Background to Management: Nature and Scope of Managerial economics its relationship with other Disciplines. It's Significance in Decision Making, Decision Making in Uncertainty.

UNIT- II DEMAND ANALYSIS

Demand : Concepts, Determinants of Demand, Law of Demand, Elasticity of Demand, Types of Elasticity of Demand and Demand Forecasting.

UNIT- III INPUT-OUTPUT DECISION

Production Concepts and Analysis, Production Function- short run & Long run. Cost Concept – Cost output relationship in Short run & Long run. Revenue – Concept, Break Even Analysis.

UNIT- IV PRICING DECISION

Market Structures: Perfect Competition, Monopoly, Monopolistic, Oligopoly and Duopoly Markets, Pricing under different market structures, Business Cycle.

UNIT -V NATIONAL INCOME CONCEPT

National Income & Its measurements. Inflation & Deflation, Measures to control inflation & deflation. Theories of Profit.

SUGGESTED READING

Managerial Economics :Concept Cases	Mote Poal& Gupta
Managerial Economics	Varshney&Maheshwri
Managerial Economics	P.N.Chopra
Managerial Economics	D.N. Dwivedi
Managerial Economics	M. Adhikari
Managerial Economics	G.S.Gupta

UNIT- I INTRODUCTION

Role of Behavioural Science in Management, Concept of Organizational Behavior, Models of Organizational Behavior.

UNIT- II INDIVIDUAL BEHAVIOUR

Nature and Models of Individuals Behavior, Perception, Learning, Personality, Socialization Process and role playing, Motivation.

UNIT- III BEHAVIOURAL DYNAMICS

Behavioural Dynamic : Analysis, Inter–Personal Relations, Developing Inter Personal Relationship, Developing Interpersonal Skill, Group Behaviour, Group Formation, Types of Group Implications of Formal and Informal Group.

UNIT- IV ORGNISATIONAL PROCESS

Power, Politics, Integration and Control , Organizational Culture, Organizational Effectiveness, Conflict Management Concept, Sources, Types, Functionality & Dis-functionality of Conflict, Resolution of Conflict.

UNIT -V INDUSTRIAL PSYCHOLOGY

Nature, Scope, Methods, Arrangement of Work, Human needs and their implications, Employee and Employer Attitudes-Importance and Measurement, Safety Management, Job Stress- Coping Strategies.

SUGGESTED READING.

Organizational Behavior	Luthans Fred
Human Behavior at Work	Devis Keith
Organizational Behavior	Robins Stephanen P.
Organizational Behavior	Verma&Agarwal
Organizational Behavior	L.M.Prasad

UNIT –I INTRODUCTION

Overview of Accounting, Objectives of Accounting, User of Accounting Information, Accounting Concepts, Convention.

UNIT-II DOUBLE ENTRY SYSTEM

Book Keeping & Accounting Double Entry System, Journal and Ledger and Trial Balance.

UNIT-III PREPARATION OF FINANCIAL STATEMENTS

Trading and Profit & Loss Accounts & Balance-sheet, Accounting Procedures of Nonprofits Making Organizations

UNIT -IV FINANCIAL STATEMENT ANALYSIS-I

Financial Statement Analysis: Meaning, Importance, Limitations,.

Ratio Analysis- solvency ratio, profitability ratio, Common Size Statement; Comparative Balance Sheet.

UNIT- V FINANCIAL STATEMENT ANALYSIS-II

Fund Flow Statement : Meaning, Concept of Gross and Net Working Capital, Preparation of schedule of changes in working Capital, Preparation of Funds Flow Statement.

Cash Flow Statement : Flow of cash, Preparation of cash flow statement and its analysis.

SUGGESTED READING

1. Financial Accounting
2. Financial Accounting
3. Accounting for Managers

Tulsian
S. M. Shukla
S.N. Maheshwari

PGDBM- 106 MARKETING MANAGEMENT

UNIT- I INTRODUCTION

Marketing – Concepts, Nature, Scope, Functions, Importance of Marketing, Marketing Process – Marketing Mix, Modern Components of The Mix (Additional 3Ps)Marketing Planning-Implementation & Control.

UNIT -II MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH

Marketing Information System-Concepts and Components. Market Research Procedure.

UNIT -III BUYING BEHAVIOUR & SEGMENTATION

Model of Consumer Behaviour, Buying Decision Process, Concepts And Type of Market, Market Segmentation: Importance, Segmentation Procedure, Basis for Segmenting.

UNIT -IV PRICING & PROMOTIONAL MIX

Pricing - Basic Methods of Pricing, Pricing Policies,
Product: Concepts and Classification, Product Line & Product Mix, New Product Development
Product Life Cycle, Branding and Packaging.
Promotional Mix - Meaning & Components – Advertising And Publicity.

UNIT -V APPLICATION OF MARKETING IN VARIOUS FIELDS

E-Marketing: Concept, Scope & Importance. B2B, B2C & C2C Marketing. The Concept of Customer Relationship Management. Green Marketing- Concept, Scope & Importance.

SUGGESTED READINGS

Marketing Management	Philip Kotler
Marketing Management	Stanton
Marketing Management	RajanSexena
Marketing Management	Namaskumari

UNIT- I INTRODUCTION

Human Resource Management: Meaning, Scope, Significance, Objectives and function, Historical evolution of HR.

HRD : Concept, Significance, Functions and Importance, Role, HRD Matrix, Profile & Problems of HRD Managers.

UNIT- II HUMAN RESOURCE PROCUREMENT

Job Analysis, Job Description & Job Specification, Manpower Planning - Need and Objective, Process, Benefits & Barriers; Recruitment – Meaning, Features, Process, Sources; Selection – Meaning, Process, Techniques; Orientation, Placement and Induction – Meaning, Process.

UNIT- III SUCCESSION AND CAREER PLANNING

Succession & Career planning – Importance, Process, Techniques, Training and Development – Meaning, Importance, Process. Transfer, Promotion, Demotion, Human resource Accounting and Audit.- Meaning & Importance.

UNIT- IV EMPLOYEE EVALUATION & COMPENSATION

Performance Appraisal: Meaning, Objectives, Techniques, Compensation- Meaning, Objectives, Types, Factors influencing Wages & Salary. Incentives & Benefits – Meaning, Objectives.

UNIT -V EMPLOYEE MOTIVATION AND WELFARE

Employee Motivation: Concept, Theories of Motivation, Quality Work Life, Workers Participation in Management. Grievance Handling & Discipline – Meaning, Importance. Collective Bargaining – Meaning and Importance.

SUGGESTED READINGS

Human Resources Management
Human Resource Management
Human Resources Management
Human Resources Management

Pravin Durai
B.Mamoria
Saiyadain
Gary Dessler

PGDBM- 202 FINANCIAL MANAGEMENT

UNIT I INTRODUCTION

Scope and Nature of Financial Management, Goal of the firm, Sources of Finance , Time Value of Money, Profit Maximization Vs. Wealth Maximization, Functions of Finance Manager; Concept of Risk & Return, CAPM Model

UNIT II FINANCIAL DECISIONS

Leverage Analysis: Types and Application, EBIT-EPS Analysis, Point of Indifference.
Capital Structure: Concept, Feature and Principles of a Good Capital Structure, Cost of Capital: Meaning, Concept, Importance, Computation of Cost of Debt, Equity and Retained Earnings, Weighted Average Cost of Capital.

UNIT III INVESTMENT DECISIONS

Capital Budgeting :Concept, Techniques, Investment Decision in Uncertainty, Decision Tree Approach.

UNIT IV DIVIDEND DECISIONS

Factor Affecting Dividend Policy, Dividend Models, Management of Retained Earnings, Miller Modigliani Approach.

UNIT V WORKING CAPITAL DECISIONS

Concepts of Working Capital, Estimation and Sources of financing of Working Capital; Risk- Return Trade-off in Working Capital, Management of Cash, Inventory.

SUGGESTED READINGS

Financial Management
Financial Management
Financial Management
Financial Management
Financial Management

I.M. Pandey
Prasanna Chandra
Van Horne
R.M.Srivastava
Ravi M. Kishore

UNIT I INTRODUCTION

Production: Meaning and Objectives, Production Technology: Meaning, Classification of Technology, Technological Choice.

UNIT II PRODUCTION PROCESS

Manufacturing Process: Concepts, Process Selection, Type of Production: Job and Mass Production, Capacity Planning: Long Range Capacity Planning, Types of Capacity. Product Design, Process Design, Production Design.

UNIT III PRODUCTION ECONOMICS

Plant Location, Plant Layout: Product and Process Layout, Maintenance Management: Prevention. Product Life Cycle: Concepts, And Application, Material Handling: Concept, And Modern Material Handling Devices, Robotics, Management of Quality: SQC.

UNIT IV PRODUCTION PLANNING AND CONTROL__

Production Planning: Meaning, Function and Scope, Factors Determining Production Planning Procedure. Production Control: Concept, Function and Production Control System.

UNIT V WORK SYSTEM AND INVENTORY MANAGEMENT

Work System: Concept, Work Study, Time Study, Motion Study, Learning Curve and its Impact on Productivity, Value Engineering. Inventory Management.

SUGGESTED READINGS

Modern production and operation Management	Edwin S. Buffa
Factory & Production Management	Lockyee K.G.
Operation Management	Roger Schroder
Production Management	Chary
Production Planning	C.B. Gupta
Production Management A Hand Book	Walley B.H

PGDBM- 204 LEGAL ASPECTS OF BUSINESS

UNIT- I INDIAN CONTRACT ACT -1872

Introduction, Offer and Acceptance, Consideration, Free Consent, Lawful Object, Agreement Expressly Declared Void. Quasi Contract, Discharge Of Contract, Indemnity and Guarantee, Bailment of Pledge, Agency, Remedies of Breach Of contract.

UNIT- II SALE OF GOODS ACT- 1930

Nature of Contract Of Sale, Condition and Warranties, Transfer of Ownership, Performance of Contract of Sale, Right Of an Unpaid Seller, Remedies of Breach Of Contract of Sale.

UNIT- III PARTNERSHIP ACT -1932

Meaning and Features of Partnership, Types of partners and Partnership, Formation & Deed, Dissolution of Partnership, Rights and Liabilities of Partners, Position of a Minor in Partnership firm, Registration of Firm & Dissolution of Firm, Effect of non registration.

UNIT- IV COMPANY AND ITS FORMATION

Company – Definition & Features, Types of Company, Formation of a Company, Promoters Role, Memorandum of Association, Article of Association, Certificate of Incorporation, prospectus.

Company Management: Share Holders and Members, Allotment of Shares, Dividends, Borrowings Powers, Debentures. Directors: Duties and Right, Qualification and disqualification, Appointment and Removal, Company Meetings, Winding up of Company.

UNIT- V FEMA

Scope, Provisions Relating to Authorized person, duties and power of Authorized person, Regulation and Management of Foreign Exchange.

SUGGESTED READINGS

Company Law	Dr.Avtar Singh
Mercantile law	N.D. Kpoor
Company Law	N.D. Kpoor
Business Law	M. C. Kuchhal
Business Law	N. D. Kapoor
Mercantile law	Avtaar singh

PGDBM-205 RESEARCH METHODOLOGY

UNIT- 1 INTRODUCTION

Introduction: Meaning and Concept of Research, Approaches to Research: Inductive and Deductive Approach, Types of Research, Significance of Research in Business and Management

UNIT -II RESEARCH PROBLEM & RESEARCH DESIGN

Hypothesis: Meaning, Types. Procedure of hypothesis testing, Type I & Type II error. Research Problem: Meaning, Objectives & Formulation of Research Problem.

Research Design: Meaning and Various Types of Research Design.

UNIT -III DATA COLLECTION &SAMPLING

Data: Meaning, Types, and Sources of Data Collection: Primary and Secondary Sources.

Sampling: Concept and Sampling Procedure, Various Sampling Techniques.

UNIT- IV DATA ANALYSIS

Analysis of Data: Coding, Editing and Tabulation of Data, Charts and Diagrams Used in Data Analysis.

Measures of Central Tendency (mean, median, mode) Measure of Dispersion (mean deviation and standard deviation). Testing of Hypothesis- T-test, Z- test, Chi-square test, F test

UNIT -V REPORT WRITING

Types and layout of Research Reports. Management perception of Business Research. Role of Computers in Research.

SUGGESTED READINGS

Research Methodology
Research Methodology
Text of Research Methodology
Research Methods in Economics and Business

C.R. Kothari.
Sadhu & Singh
P.C. Tripathi.
R. Ferber & Verdoom P.J.

A Project has to be allotted to the candidate by the institute to work upon under the supervision of one faculty member for the purpose of creating awareness on how to conduct a Research Project. This shall be based on the data collection and interpretation of the same. The Project is to be evaluated out of 200 marks and has to be submitted before the end term examinations.