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
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

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
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<tbody>
<tr>
<td>Essentials of management--</td>
<td>Harold Koontz &amp; Heinz Weihrich</td>
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<tr>
<td>The Practice of Management --</td>
<td>Drucker, Peter F.</td>
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<tr>
<td>Principles of Management--</td>
<td>Teray, George, R &amp; Franklin.Sc.</td>
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<tr>
<td>Management Concepts &amp; Strategies--</td>
<td>J.S. Chand</td>
</tr>
<tr>
<td>Management</td>
<td>James F. Stoner</td>
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<tr>
<td>Principles of Management</td>
<td>George R. Terry &amp; S.G. Franklin, AITBS</td>
</tr>
</tbody>
</table>
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

UNIT- IV  PROBABILITY AND PROBABILITY DISTRIBUTION

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 (Levin & Rubin)
Statistical Method (P. Gupta)
Quantitative Technique (Srivastava, Shanoy & Sharma)
Quantitative Technique (C.R. Kothari)
Business Statistics (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

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

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

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

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

UNIT- V  FINANCIAL STATEMENT ANALYSIS-II

SUGGESTED READING
1. Financial Accounting  Tulsian
2. Financial Accounting  S. M. Shukla
3. Accounting for Managers  S.N. Maheshwari
PGDBM- 106 MARKETING MANAGEMENT

UNIT -I INTRODUCTION

UNIT -II MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH

UNIT -III BUYING BEHAVIOUR & SEGMENTATION

UNIT -IV PRICING & PROMOTIONAL MIX

UNIT -V APPLICATION OF MARKETING IN VARIOUS FIELDS

SUGGESTED READINGS

<table>
<thead>
<tr>
<th>Marketing Management</th>
<th>Philip Kottler</th>
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<tr>
<td>Marketing Management</td>
<td>Stanton</td>
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<tr>
<td>Marketing Management</td>
<td>RajanSexena</td>
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<tr>
<td>Marketing Management</td>
<td>Namaskumari</td>
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</table>
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

UNIT- III  SUCCESSION AND CAREER PLANNING

UNIT- IV  EMPLOYEE EVALUATION & COMPENSATION

UNIT -V  EMPLOYEE MOTIVATION AND WELFARE

SUGGESTED READINGS

Human Resources Management  Pravin Durai
Human Resource Management  B.Mamoria
Human Resources Management  Saiyadain
Human Resources Management  Gary Dessler
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

UNIT III  INVESTMENT DECISIONS
Capital Budgeting: Concept, Techniques, Investment Decision in Uncertainty, Decision Tree Approach.

UNIT IV  DIVIDEND DECISIONS

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.

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<table>
<thead>
<tr>
<th>Financial Management</th>
<th>I.M. Pandey</th>
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<tr>
<td>Financial Management</td>
<td>Prasanna Chandra</td>
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<td>Financial Management</td>
<td>Van Horne</td>
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<tr>
<td>Financial Management</td>
<td>R.M.Srivastava</td>
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<tr>
<td>Financial Management</td>
<td>Ravi M. Kishore</td>
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</tbody>
</table>
UNIT I  INTRODUCTION
Production: Meaning and Objectives, Production Technology: Meaning, Classification of Technology, Technological Choice.

UNIT II  PRODUCTION PROCESS

UNIT III  PRODUCTION ECNOMICS

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

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
UNIT- I INDIAN CONTRACT ACT -1872

UNIT- II SALE OF GOODS ACT- 1930

UNIT- III PARTNERSHIP ACT -1932

UNIT- IV COMPANY AND ITS FORMATION

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- I  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                  | C.R. Kothari. |
| Research Methodology                  | Sadhu & Singh |
| Text of Research Methodology          | P.C. Tripathi. |
| Research Methods in Economics and Business | 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.