

PGDBM Semester – I

Course Title: Management Principles and Technique

Total Marks: 100

Paper: I

Internal Assessment: 20

Contact Hours: 45

Semester Examination: 80

Duration of Examination: 3 hours

(For the Examinations to be held in 2016, 2017 and 2018)

Objective:

The objective of this course is to develop a basic understanding about the concepts, processes and Current Issues in Management and thus enhance their understanding about the complex relationship existing within organisation and processes of Management.

UNIT-I

Management: Concept, nature, process, functions & skills, Evolution of management thoughts-F.W.Taylor, Henri Fayol, Max Weber, Elton Mayo, Current and Emerging Management thought: Management Approaches: Managers Complex Environment.

UNIT-II

Planning : Concept, purpose and Process; Decision Making : Process, Types and Models
Organizing : Concept, Nature and purpose of Organizing, Types of organisations, Line & Staff Matrix, Virtual Organisation structures, Bases of Departmentation; Concept of Authority, Functional Authority, Delegation of Authority, Centralisation and Decentralisation of Authority.

UNIT-III

Directing as Management Process- Its significance and main elements; Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication - Organization Culture - Elements and types of culture - Managing cultural diversity.

UNIT-IV

Controlling: Process - Types of control - Budgetary and non-budgetary control, Q techniques - Managing Productivity - Cost Control - Purchase Control - Maintenance Control - Quality

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UNIT-I

Management: Concept, nature, process, functions & skills, Evolution of management thoughts-F.W.Taylor, Henri Fayol, Max Weber, Elton Mayo, Current and Emerging Management thought; Management Approaches; Managers Complex Environment.

UNIT-II

Planning : Concept, purpose and Process; Decision Making : Process, Types and Models
Organizing : Concept, Nature and purpose of Organizing, Types of organisations, Line & Staff Matrix, Virtual Organisation structures, Bases of Departmentation; Concept of Authority, Functional Authority, Delegation of Authority, Centralisation and Decentralisation of Authority.

UNIT-III

Directing as Management Process- Its significance and main elements; Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication - Organization Culture - Elements and types of culture - Managing cultural diversity.

UNIT-IV

Controlling: Process - Types of control - Budgetary and non-budgetary control, Q techniques
- Managing Productivity - Cost Control - Purchase Control - Maintenance Control, Quality

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Business Process Re-engineering (BPR); Total Quality Management (TQM); Knowledge Management (KM); Management Information System (MIS); Comparative Management in Selected Countries and International Management.

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

1. Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya, 'Fundamentals of Management', Pearson Education, 2009
2. Robert Kreitner. "Management Theory and Applications". Cengage Learning.India. 2009
3. Stephen.P.Robbins. "Management", 9th edition Pearson Education, 2008.
4. Ricky .W.Griffin, "Management Principles and Applications", Cengage Learning.India First Edition
5. Harold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management". New Delhi. Tata McGraw Hill, 2006
6. James .A. F Stoner, "Management", PHI Learning, 2008
7. Richard L. Daft. "Principles Of Management", Cengage Learning,India, 2009

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PGDBM Semester – I

Course Title: Business Economics

Paper: II

Contact Hours: 45

Duration of Examination: 3 hours

Total Marks: 100

Internal Assessment: 20

Semester Examination: 80

(For the Examinations to be held in 2016, 2017 and 2018)

Objective:

The course has been outlined with a purpose to provide conceptual foundation of economics and to explain the application of economic laws in business environment.

UNIT I (INTRODUCTORY)

Introduction to Economics- Micro and Macro Economics: Meaning, Nature and Scope; Demand Analysis: Law of Demand, Elasticity of Demand: Types and Factors affecting Elasticity, Demand Forecasting.

UNIT II (THEORY OF CONSUMER'S DEMAND)

Utility Analysis: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Analysis: Meaning, Properties and Equilibrium of Consumer Indifference Curve Analysis, Application of Indifference Curve, Indifference Curve v/s Utility Analysis.

UNIT III (PRODUCTION AND COST ANALYSIS)

Factors of Production. Law of Variable Proportions; Law of Return to Scale; Law of Supply; Producer's Equilibrium; Internal and External Economies of Scale; Cost Concepts: Cost Curves, Cost function in the short run and long run.

UNIT IV (THEORY OF MARKET STRUCTURES)

Perfect Competition: Short run and Long run equilibrium of the firm, Shut-down point; Simple Monopoly and Discriminating Monopoly. Pricing under Monopolistic Competition; Emergence of Oligopoly; Pricing Analysis: the Kinked Demand Curve, Pricing Strategy and Methods.

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UNIT V (MACRO-ECONOMICS AND BUSINESS)

Business Cycles and Business Policies; Economic Indicators; Input-Output Analysis; National Income: Aggregates related to National Income (GDP, NDP, GNP, NNP); Social Accounting. Monetary and Fiscal Policy.

Note for Paper Setter:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings:

1. H. L. Ahuja : Advanced Economic Theory: S. Chand.
2. M. L. Seth : Economic Theory: Himalaya Publishing House
3. K. K. Dewett : Modern Economic Theory: S.Chand Publishing
4. P. N. Chopra : Principles of Economics: Kalyani Publishers
5. Samuelson, Paul : Principles of Economics: Blackwell Publishing
6. Mithani, D. M. : Economics Theory: Himalaya Publishing House
7. M. L. Juighan : Micro-Economics Theory: Vrinda Publications Limited
8. A. Koutsonias : Micro-Economics: Palgrave Macmillan U.K

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PGDBM Semester – I

Course Title: Financial Accounting

Total Marks: 100

Paper: III

Internal Assessment: 20

Contact Hours: 45

Semester Examination: 80

Duration of Examination: 3 hours

(For the Examinations to be held in 2016, 2017 and 2018)

Objective:

The course has been outlined with a purpose to enable students to understand accounting concepts, tools and techniques for taking managerial decisions.

UNIT I

Introduction, Meaning of Accountancy, Difference between Book-Keeping and Accounting, Accounting Process, Objectives for accounting, Limitations of Accounting, Basic terminologies in accounting

Accounting Concepts, conventions and Principles; Double Entry Accounting: Introduction, Meaning of double entry accounting, Classification of accounts in relation to Rules of debit and credit; Accounting equation

UNIT II

Journal and its characteristics, analysing business transactions and passing entries in a journal, Posting entries into Ledger and significance of Ledger balances; Difference between Journal and Ledger; Preparation of Trail Balance.

UNIT III

Working Capital Management: Nature of working capital; Need for working capital; Factors affecting Working Capital Requirement; Estimation of working capital requirement; Financing working capital requirement.

UNIT IV

Classification of Receipts and Expenditure into capital and revenue; Contents of Trading and Profit & Loss account, Closing entries of trading account, Preparation of profit and loss account.

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UNIT V

Classification and arrangement of assets and liabilities in balance sheet- grouping and marshalling: Distinction between trail balance and balance sheet; Preparation of balance sheet with elementary level adjustments and rationale behind adjustments.

Note for Paper Setter:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings:

1. C.M Juneja, J.S Arora, R.C. Chawla. Elements of Book-Keeping. Kalyani Publishers; Eighteenth edition (2013)
2. Grewal, T.S. Introduction to Accounting. S. Chand & Company, New Delhi
3. Narayanaswamy, R.. Financial Accounting - A Managerial Perspective, Prentice Hall of India, New Delhi.
4. Gupta, Ambrish. Financial Accounting for Management: An Analytical Perspective, Pearson Education, New Delhi.
5. Maheswari & Maheswari. Accounting for Managers. Vikas Publishing, New Delhi.
6. Anthony, Robert N. et al. Accounting: Text and cases. Tata McGraw Hill. New Delhi
7. Bhattacharya. Ashish K. Financial Accounting for Business Managers. Prentice Hall of India.
8. Khan. M.Y. and Jain, P.K. Financial Management. Text. Problems & Cases. Tata McGraw Hill Company. New Delhi.

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PGDBM Semester - I

Course Title: Legal Aspects of Business

Paper: IV

Contact Hours: 45

Duration of Examination: 3 hours

Total Marks: 100

Internal Assessment: 20

Semester Examination: 80

(For the Examinations to be held in 2016, 2017 and 2018)

Objective:

The course has been design to know about business laws in the country.

UNIT I - ~~Business Industry and Commerce~~

- a) Business Industry and Commerce; Forms of Business
- b) Business Ethics

✓ UNIT-II - ~~Business Laws in India~~

- a) Business Laws in India: The Indian Contract Act
- b) Law of Sale of Goods; Contract of Sale; Formation of the Contract

✓ UNIT-III - ~~Company Law~~

- a) Company Law; Types of Companies; Incorporation of Companies; Memorandum of Association; Article of Association
- b) Prospectus; Issue of Capital, Shares and Share Capital; Kinds of Shares

UNIT-IV

- a) E-Filing: Company Law in a computerised environment: Digital Signature Certificate: Director Identification Number: Corporate Identity Number
- b) The Limited Liability Partnership Act, 2008: Meaning and Nature of Limited Partnership: Formation of LLP

✓ UNIT-V - ~~Consumer Protection Act~~

- a) Consumer Protection Act: Consumer Rights
 - b) Securities and Exchange Board of India: Stock Exchanges
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Note for Paper Setter:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings:

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India.
2. P. K. Goel, Business Law for Managers, Bizentra Publishers, India.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill
4. Kuchhal, M.C. and Deepa Parkash, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
5. Kuchhal, M.C. Business Law, Vikas Publishing House, New Delhi

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- *Parkash*
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PGDBM Semester – II

Course Title: Human Resource Management

Total Marks: 100

Paper: I

Internal Assessment: 20

Contact Hours: 45

Semester Examination: 80

Duration of Examination: 3 hours

(For the Examinations to be held in 2017, 2018 and 2019)

Objective

The objective of this course is to sensitize the students to the various facets of managing people and to create an understanding of the various policies and practices of Human Resource Management

UNIT-I

Human Resource Management (HRM): Concept, Nature, Scope, Importance and Challenges, HR Profession and HR Department, Line Management Responsibility in HRM, HR Philosophy, Policies, Procedures and Practices, Designing HR systems, Functional Areas of HRM, Human Resource Development: Values and Tools, HR as a Factor of Competitive Advantage.

UNIT-II

Manpower Planning, Job Analysis, Recruitment and Selection Process, Induction - Performance and Potential Appraisal; Coaching and Mentoring; HRM issues and practices in the context of Outsourcing as a strategy.

UNIT-III

Training and Development: Methods, Design & Evaluation of Training & Development Programmes: Career Development - Promotions and Transfers: Personnel Empowerment: Retirement and other Separation Processes.

UNIT-IV

Compensation Management: Principles, Factors and Types, Job Evaluation- Concept and Methods, Employee Morale and Motivation, Stress Management and Quality of Work Life, Work life Balance, Human Resource Information System (HRIS), Knowledge Management and Human Resource Audit.

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UNIT-V

Industrial Relations: Meaning and Characteristics - Parties to Industrial relations. Trade Unions - Nature, Problems and Types. Industrial Disputes - Causes and Settlement of Industrial Disputes. Collective Bargaining -Features, Pre-requisites and process of Collective Bargaining. Workers Participation in Management - Objectives and Forms for Successful Participation.

Note for Paper Setting:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings

1. A framework for Human Resource Management: Dessler. Gary, Published by Pearson education (2010). 7th Edition.
2. Human Resource management Text and cases: Rao. VSP, Excel books (2010). 3rd edition.
3. Training for Development: Lynton R.P., Pareek Uday. Sage publication India pvt. Ltd(2011)3rd edition
4. Human Resource Development: Rohmetra Neelu. Anmol Publication House pvt. Ltd.(2005)1st edition.
5. Strategic Thought in the New Age Management: Rohmetra Neelu, Dhotra J.R.Excel Books (2006).
6. Managing Human Resources: Cascio W.F., Nambudiri Ranjeet.Tata McGraw- hill (2010)8th edition.
7. Business Dynamics: Contemporary Issues and Challenges: Rohmetra Neelu, Singh B.P and Sharma. Vishal., Excel Books. New Delhi. 2014.
8. Sustainable Business Practices: Rohmetra Neelu, Singh B.P and Sharma vishal EXCEL Books 2014.
9. Managing Human Resources: Mejia L.R.G, Balkin D.B. Cardy R.L., PHI learning private limited (2012). 7th edition.
10. Human Resource Development in Commercial Banks in India: Rohmetra Neelu. Ashgate Publishing Co., UK (1998).

PGDBM Semester – II

Course Title: Marketing Management

Total Marks: 100

Paper: II

Internal Assessment: 20

Contact Hours: 45

Semester Examination: 80

Duration of Examination: 3 hours

(For the Examinations to be held in 2017, 2018 and 2019)

Objective:

The course has been outlined with a purpose to provide a conceptual foundation of Marketing and to explore and analyze various basic components of Marketing.

UNIT I (INTRODUCTION TO MARKETING)

Definition of Marketing; Core Marketing Concepts: Need, Want, Demand, Marketing vs Market; Markets: Definition of Market, Market Places, Market Spaces, Meta-Markets; Company Orientation towards Market place; Marketing Myopia; Introduction to Marketing Mix.

UNIT II (CONSUMER BEHAVIOR)

Meaning and Importance of Consumer Behaviour; Factors Influencing Consumer Behaviour; Buying Decision Stages; Buying Roles; Buying Motives of Consumers; Significance of Buying Motives.

UNIT III (MARKETING RESEARCH)

Marketing Research- Concepts, Scope, Importance; Types of Marketing Research; Process of Marketing Research; Instruments of Data Collection - Secondary Data Source and Usage, Online Data Sources; Primary Data Collection Methods - Questionnaire Techniques, Online Surveys, Observation Methods; Questionnaire Development.

UNIT IV (PRODUCT AND PRICING DECISIONS)

Concept of Product; Product Life Cycle-Stages and Strategies; New Product Development Process; Basic requirements for new Product Success.

Concept of Price; Pricing Objectives; Factors influencing Pricing Decisions; Price Setting Methods; Pricing Policies and Strategies.

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UNIT V (CHANNELS OF DISTRIBUTION AND PROMOTIONAL METHODS)

Concept of Distribution; Meaning of Channels of Distribution; Channel Objectives; Marketing Channels Functions; Retailers and Wholesalers; Channel Design Decisions. Concept and Importance of Promotion; Sales Promotion-Purpose, Importance and Methods; Personal Selling-Importance, Steps in Personal Selling.

Note for Paper Setter:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings:

1. Philip Kotler and Gary Armstrong: Principles of Marketing 12th Edition. Prentice Hall.
2. Stanton: Fundamentals of Marketing, McGraw-Hill Inc., US
3. Rajan Saxena: Marketing Management, Tata McGraw-Hill Education.
4. V.S. Ramaswamy and S. Namakumari: Marketing Management, MacMillan Publishers, New Delhi.
5. Donald Lehmann and Russell Winer: Analysis for Marketing Planning, Tata McGraw-Hill Publishing Company Limited, 6th ed.
6. R. Srinivas: Case Studies in Marketing - Indian Context, Prentice Hall of India

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PGDBM Semester – II

Course Title: **Financial Management**

Total Marks: 100

Paper: **III**

Internal Assessment: 20

Contact Hours: 45

Semester Examination: 80

Duration of Examination: 3 hours

(For the Examinations to be held in 2017, 2018 and 2019)

Objective:

The objective of this course is to impart basic knowledge about the aspects of finance and its application to the business decisions and to acquaint participants with the nuances of banking and finance.

UNIT 1: INTRODUCTION

Financial management- meaning and concept. Finance function and firm's objective. Emerging role of finance manager. Financial decision: an overview.

UNIT 2: INVESTMENT DECISIONS

Time value of money concept. Analysis of capital budgeting decisions- NPV, IRR, PAYBACK, ARR.

UNIT 3: FINANCIAL PLANNING

Concepts and steps in financial planning. Features of an appropriate financial plan. Determinants of capital structure. Overcapitalization and undercapitalization. Working capital- meaning and types. Factors influencing working capital. Approaches to financing working capital.

UNIT 4: FINANCIAL DECISIONS:

Sources of finance- Bank finance and non banking finance companies. Equity shares and preference shares, debentures and other debt instruments.

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UNIT 5: DIVIDEND DECISIONS:

Determinants of dividend policy. Dividend policy options, Stock split vs. reverse split

Note for Paper Setting:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings

1. Chandra Prsanna (2010), Financial Management, Tata Mc Graw Hill, Delhi.
2. Hampton John (2010), Financial Decision Making, Pretice Hall, Delhi.
3. Pandey I.M. (2010), Vikas Publishing House, Delhi.
4. Van Horne James C (2001), Financial Management Policy, Pretince Hall, Delhi.
5. Van horne, J.C. and J.M. Wacowicz Jr. (2011), Fundamentals of Financial Management, Pretince Hall, Delhi.

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PGDBM Semester – II

Course Title: Quantitative Method and Research Methodology Total Marks: 100

Paper: IV

Internal Assessment: 20

Contact Hours: 45

Semester Examination: 80

Duration of Examination: 3 hours

(For the Examinations to be held in 2017, 2018 and 2019)

Objective

To appraise the students about the various quantitative techniques and the concept of Research Methodology.

UNIT-I

Introduction of Statistics, Role of statistics: Applications of statistics in managerial decision-making; Measures of central tendency: Mean, Median, Quartiles, Deciles, Percentiles and Mode

Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation

UNIT-II

Skewness- Meaning, Significance, Karl Pearson's Coefficient of Skewness, Bowley's Method, Kelly's method, Kurtosis, Moments about mean and Moments about origin.

Time series analysis: Concept, Components of time series. Trend analysis: Least Square method - Linear and Non- Linear equations. Applications in business decision-making.

UNIT-III

Meaning and Significance of correlation, types of correlation: positive correlation, negative correlation, perfect correlation, linear and non-linear correlation; scatter diagram, Karl Pearson's coefficient of correlation and Spearman rank correlation

Meaning and Importance of regression, types of regression: - simple and multiple regression, linear and non-linear regression, statement of regression lines, regression coefficients, difference between Regression and Correlation

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UNIT-IV

Introduction of Research: Concept, Meaning and Significance, Its Application in Various Functions of Management, Types of Research- Exploratory Research, Descriptive Research, Causal Research.

Process of Research: Steps Involved in Research Process. Research Design. Types of Business Problems Encountered by the Researcher

UNIT-V

Concept of Measurement and Scale. Concept Sample, Sample Size and Sampling Procedure. Various Types of Sampling Techniques- Probability and Non-Probability Sampling, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data

Note for Paper Setting:

The question Paper shall contain two questions from each Unit (Total 10 Questions) and the candidates shall be required to answer one question from each unit (total number of questions to be attempted shall be five, i.e. there shall be internal choice within each unit)

Suggested Readings

1. Business Statistics by Gupta. S.P. & Gupta. M.P., Sultan Chand & Sons, New Delhi
2. Statistics for Business and Economics by Chandan J S, Vikas 1998.1st Edition
3. Research Methodology Methods & Techniques by Kothari C R, New Age International Publishers
4. Research Methods for Business students by Saunders. Prentice hall, 2nd Edition. 2007
5. Business Research Methods by Cooper and Schindler, Tata Mc Graw Hill, 9th Edition.

Handwritten signatures and initials:
R.M. Kh...
Allie Sharma
Arun Kumar
T.P. W.
P. V.
D. S.