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COURSE : PGDBM (1ST SEMESTER)

Paper- I (Management Principles and Techniques).

Contact Hrs. 45

Duration of Exam. : 3 Hrs

Max. Marks : 100

Internal Marks: 20

External Marks: 80

Syllabus for the examination to be held in Dec. 2006.

Objectives :

To familiarize the students with the basic concepts, principles and techniques of Management to enhance their understanding of the functioning of the organizations and complex relationships existing within these and the process of management.

DETAILED SYLLABUS

UNIT-I

Evolution of Management thought; Management and Systems Approach: Taylor and Scientific Management; Fayol's contribution ; Behaviour school of thought; current and emerging management thought; Approaches to Management; Managers complex environment.

UNIT-II

Nature and process of Decision Making; type of decisions; decisions making Models- scientific, bounded rationality and implicit favourite models; analytical aid in decision making; individual Vs group decision making; Nature purpose and planning policies and planning premises.

UNIT-III

Nature and purpose of organizing; organizational structure; departmentation; emerging trends in organizational design; span of management; Authority responsibility and accountability; delegation and decentralization.

UNIT-IV

Direction as Management Process – its significance and main elements; Coordination – concept, process and techniques; Nature, scope and concept of Management control systems; control techniques; Motivation – concept and theories- Maslow, Herzberg and McGregor, Leadership – concept theories and styles of leadership.

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UNIT-V

Management Information Systems (MIS) and computers; Database Management Systems (DBMS); PERT and CPM; Total Quality Management (TQM), Management By Objectives (MBO).

References

1. L M Prasad Principles and Practice of Management (Sultan Chana and Sons)
2. George R Terry Principles of Management (Richard D Irwin Inc.)
3. Harold Koontz and Heinzweihrich Essentials of Management (Mcgraw Hill series in Management)
4. Peter F Drucker Frontiers of Management (Heinemann London)
5. Peter F Drucker Managing of future (Tata Mcgraw Hill)
6. J S Chandan Management theory and Practice (Vikas Publishing House Pvt. Ltd.)

Note for Paper Setter:

The examiner is requested to set ten questions in all i.e. two from each unit. The students are expected to attempt one question from each unit i.e, there will be internal choice within each unit.

1) 2) ^{1st} Each, next FMS, Set Paper

COURSE : PGDBM (1ST SEMESTER)

Paper- II (Business Economics)

Contact Hrs. 45

Duration of Exam. : 3 Hrs

Max. Marks : 100

Internal Marks: 20

External Marks: 80

Syllabus for the examination to be held in Dec. 2006.

Objectives :

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

DETAILED SYLLABUS

UNIT-I (Introductory)

Meaning of Economics-Micro and Macro Economics Law of Demand, Elasticity of demand, types, factors effecting elasticity and Methods of measurement.

UNIT-II (Theory of consumer's of Demand)

Utility analysis –Law of diminishing Marginal Utility and law of equi-marginal utility Indifference curve analysis, Meaning, properties and Equilibrium of consumer indifference curve analysis, Application of indifference curve Comparison of indifference curve analysis Vs Utility analysis.

UNIT-III (Production and cost analysis)

Factors of production, Law of variable proportions, Law Factors of Return to scale. Producers Equilibrium, internal and external Economies of scale, Cost concept and various cost curve.

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 hypotheses.

UNIT-V

Macro Economics and Business; Business Cycles and business policies; Economic indicators; Input-output analysis; National Income and social accounting. Monetary and fiscal policy.

Note for Paper Setter:

The examiner is requested to set ten questions in all i.e. two from each unit. The students are expected to attempt one question from each unit i.e. there will be internal choice within each unit.

BOOKS RECOMMENDED:

- 1. H L Ahuja : Advance Economic Theory
- 2. M L Seth : Economic Theory
- 3. K K Dewett : Modern Economic Theory
- 4. P N Chopra : Principal of Economics
- 5. Samvelson : Principal of Economics
- 6. Mithani : Economics Theory
- 7. M L Juighan : Microeconomics Theory
- 8. A Koutsonias : Microeconomics

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COURSE : PGDBM (1ST SEMESTER)

Paper: III (Financial Accounting)

Contact Hrs. 45

Duration of Exam. : 3 Hrs

Max. Marks : 100

Internal Marks: 20

External Marks:80

Syllabus for the examination to be held in Dec. 2006.

Objectives :

To develop among learners the basic understanding of the nature of accounting principles and practices and their role in the business operations.

UNIT-I

Concept and Evolution of accounting, Accounting as an information system, objectives, role and limitations of accounting, Basic terms in accounting.

UNIT-II

Concept of Generally Accepted Accounting Principles (GAAP), accounting concepts, Accounting conventions/assumptions and principles. Modifying principles of Accounting concept of ^{Accounting} standards and ASB. Accounting Equation . Rules of Debit and Credit.

UNIT-III

Analyzing business transactions, Passing entries in a journal, Posting entries into ledger, preparing trial balance from ledger.

UNIT-IV

Concept and items of capital expenditure, revenue expenditure and deferred revenue expenditure, improper considerations in determination of capital/revenue expenditure, items of trading account, format of heading account, items of P&L A/C, format of P&L A/C, items of balance sheet, classification and arrangement of assets and liabilities in a balance sheet – grouping and marshalling. Format of a balance sheet. Distinction between trial balance and a balance sheet.

UNIT-V

Preparation of P&L A/C and balance sheet, Preparation of P&L A/C and B/S with elementary level adjustments and the rationale behind adjustments.

Note for Paper Setter:

The examiner is requested to set ten questions in all i.e. two from each unit. The students are expected to attempt one question from each unit i.e. There will be internal choice within each unit.

Suggested Readings:

1. Principles of Financial and Management Accounting : Horngreen Charles
2. Financial and Managerial Accounting : Gowala Made J.
3. Financial Accounting : Shukla M C Grewal T S
4. Management Accounting : B Begvethi and Pillai R S N
5. Introduction to Accounting : Gupta P K and Hira D S

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COURSE : PGDBM (1ST SEMESTER)

Paper: IV (Legal Framework of Business)

Contact Hrs. 45

Duration of Exam. : 3 Hrs

Max. Marks : 100

Internal Marks: 20

External Marks:80

Syllabus for the examination to be held in Dec. 2006.

Objectives :

To create a basic appreciation of the business laws in the country.

UNIT-I

- a) Nature of Business; Meaning, components and objectives of Business
- b) Business Ethics: Relevance of ethics in Business, Responsibilities of Business towards environment, consumers, society, etc.

UNIT-II

- a) Contract Act: Types of Contract, Essentials of contract of sale
- b) Negotiable Instruments Act: Essentials of Bills of exchange, Promissory note and cheques.

UNIT-III

- a) History of Company Law
- b) Nature of company: the concept of a company, Kinds of Companies, Stages in the formation of a company.

UNIT-IV

- a) The memorandum of Association: Doctrine of ultra vires, Doctrine of indoor management, Doctrine of constructive notice
- b) The Articles of Association.

UNIT-V

- a) Essentials of partnership: Kinds of partners, position of a minor partner
- b) Consumer rights, Consumer protection Act and cyber laws.

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Note for Paper Setting:

The examiner is requested to set ten questions in all i.e. two from each unit. The students are expected to attempt one question from each unit i.e. there will be internal choice within each unit.

Books Recommended:

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|----------------------|-------------------------|
| 1. Surajit Sen Gupta | : Business Law in India |
| 2. Shukla, M C | : Mercantile Law |
| 3. Kapoor, N D | : Company Law |
| 4. Avtar Singh | : Indian Company Law |
| 5. Kulshreshtha | : Business Law |

P G DIPLOMA IN BUSINESS MANAGEMENT : SEMESTER 2nd

COURSE TITLE : HUMAN RESOURCE MANAGEMENT

PAPER : 1st

MAX MARKS : 100

Semester Exam. : 80

Internal : 20

UNIT 1

Human Resource Management (HRM) – Concept and philosophy, nature and scope; Objectives and significance of human resource management; HRM components; Qualities of human resource manager; Functions of human resource management; HRM in a changing environment; Historical development of human resource management.

UNIT 2

Human resource planning- concepts and processes; Recruitment- meaning, sources; Selection- meaning, procedures; Placement and Induction- meaning and objectives; Promotions- Seniority Vs merit; Transfer- meaning and purpose; Job analysis- meaning, components and uses.

UNIT 3

Human Resource Development (HRD) philosophy; Relationship between HRM and HRD; Need for HRD; HRD mechanisms; Training as a tool of HRD- concept, Identifying training needs; Types of training; Performance appraisal- meaning, process and methods.

UNIT 4

Principles in Wage and Salary Administration; Factors affecting wage and salary administration; Job evaluation- meaning, objectives and methods; Employee welfare and benefits- purpose, factors affecting benefits and services.

UNIT 5

Human resource audit; Personnel records and reports; Human Resource Information Systems; Participative management; Collective bargaining- process and pre-requisites.

READINGS

Dale And Yoder

E.B.Flippo

David Decenzo And

Stephen P.Robbins

C.S.Venkataratnam

Udai Pareek And

T.V.Rao

C.B. Mammoria

M.N. Rudrabasvaraj

Neelu Rohmetra

Personnel Management

Principles Of Personnel Management

Personnel/ Human Resource Management

Personnel Management And Industrial Relations

Designing and managing Human Resource Systems

Personnel Management

Dynamic Personnel Administration

Human Resource Development in Commercial Banks
in India

Note for Paper Setter:-

The paper setter is requested to set ten questions in all of two from each unit. The students are expected to attempt five questions i.e. one from each unit.

PGDBM
Semester-II

2nd Semester

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Quantitative Methods

Semester Exam - 80
Internal Asses 20

Paper IV
Contact Hours : 45
Max. marks: 45

Objective: To appraise the students about the various quantitative techniques and their relevance in Business management.

Syllabus :

Unit - I

Measures of Central Tendency :- Mean, Combined mean, Weighted mean, Geometric mean, median, Quartiles, Deciles, Percentiles, mode
Measures of Dispersion:- Range, Quartile derivation, Standard deviation, Coefficient of variation.

Unit - II

Skewness : Meaning, Significance, Karl Pearson's Coefficient of skewness, Bowley's method, Kelly's method, moments about mean, moments about origin.

Unit - III

Simple Correlation - meaning and significance, Karl Peterson's coefficient of correlation, Rank Correlation - meaning and importance, Spearman's coefficient of Rank correlation, Simple regression analysis - meaning and importance, Difference between correlation and regression.

Unit - IV

Time series - meaning and importance, components of time series - measurement of trend (least square method - both for odd & even no. of years), Seasonal component - simple average method, cyclical component and Irregular component - utility of time series in managerial decision making.

Unit - V

Research - meaning, application in Business, Census method, Probability and Non Probability, Sampling i.e. simple random sampling, stratified sampling, Systematic sampling, Convenience sampling, Judgement sampling, Quota sampling, Primary data, Secondary data, Observation method, Interview method.

Note : Two questions are to be set from each unit with internal choice

References

1. S.P. Gupta Statistical method
2. S.C. Gupta Fundamental of Statistics
3. Dr. O.R. Krishnaswami Methodology of Research in Social Science
4. V.P. Michael Research Methodology in Management

PGDBM

Semester-II

COURSE: PGDBM (2nd SEMESTER)

Financial Management Paper – III

Contact Hrs. 45
Max. Marks - 100
External Exam - 80
Internal Exam – 20

Duration of Exam. : 3 Hrs

Objective:

The purpose of this course is to acquaint the students with the underlying concepts, issues and broad framework of financial decision making in a business unit

Course Contents

Unit I

Finance function- Meaning, classification, function and organization. Objectives of financial management, profit maximization vs. wealth maximization.

Unit II

Concepts and steps in financial planning , features of an appropriate financial plans, determinants of a capital structure, leverage- financial , impact of leverage on EPS/EBIT under favourable and unfavourable economic condition

Unit III

Financial instruments-shares, debentures, loans from banks, institutions, venture capital, factoring and commercial paper, leasing.

Unit IV

Working capital management- concept and importance, determinants of working capital, approaches of financing working capital, management of cash, inventory and receivables

Unit V

Dividend decision- important consideration of a dividend policy, dividend policy options, stock splits vs. reverse split.

Books recommended:

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|--|-------------------------|
| 1. Financial Management | : Dr. R.N. Srivastava |
| 2. Financial Management | : I.M. Pandey |
| 3. Financial Management- Text & Problems | : M.Y. Khan & P.K. Jain |
| 4. Financial Management & Policy | : V.K. Bhalla |
| 5. Financial Management & Policy | : James C Vah Horne |
| 6. Theory & Problems of Financial Management | : M.Y. Khan & P.K. Jain |
| 7. Indian Financial System | : V.K. Bhalla |
| 8. Working Capital Management- Text & Cases | : V.K. Bhalla |

PGDBM
Semester - II

COURSE: PGDBM (2nd SEMESTER)

Marketing Management
Paper - II

Contact Hrs. 45

Max. Marks - 100

External Exam - 80

Internal Exam - 20

Duration of Exam. : 3 Hrs

Objective: To make the students aware about the basic concepts of Marketing and also the various relevant decisions in the area.

Unit I **Fundamentals of Marketing**

Concepts of Markets and Marketing, Nature and scope of Marketing, Marketing Functions, Modern concept of Marketing, Role and Importance of Marketing, Target Market, Marketing Mix, Marketing management concept, tasks and philosophies.

Unit II **Consumer Behaviour and Buying Behaviour**

Maslow's Theory of Motivation and hierarchy of Needs, Its relevance in the field of Marketing, Buying Motives of ultimate consumers, Importance of buying motives, Buying process, Factors influencing Consumer behaviour.

Unit III **Marketing Research and MIS**

Concepts of Marketing Research, scope for Marketing Research activities, Procedures and techniques in Marketing research, Instruments of Data collection - Questionnaire.

Concepts of MIS, Need for MIS, Sales forecasting, steps in sales forecasting, Use of sales forecasting and methods of Sales forecasting.

Unit IV **Product and Price Policies**

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.

Unit V **Channels of Distribution and Promotional Methods**

Concept of Distribution, Meaning of channels of Distribution, Channel objectives, Marketing Channel Functions, Retailers and Wholesalers, Channel design decisions.

Concept and importance of promotion, objectives and purpose of promotion. Sales promotion - Purpose, importance and methods of sales promotion. Personal selling - Role and steps in personal selling.

Note for Paper Setter: -

The paper setter is requested to set ten questions in all, i.e. two from each unit. The students are required to attempt five questions, one from each unit. There is internal choice to the students.

Books Recommended:

1. Marketing Management - Philip Kotler.
2. Marketing in Indian Perspective - Jha & Singh.
3. Marketing Management - Stanton
4. Marketing Management - Sherlekar
5. Marketing Management - Philip Kotler and Armstrong.