

SYLLABUS OF PGDBM
POST GRADUATE DIPLOMA IN BUSSINES
MANAGEMENT (PGDBM)–
1 YEAR DURATION

TITLE OF PAPERS :

- BM 01 :** Principles of Management & Organizational Behaviour.
BM 02 : Elements of personnel Management.
BM 03 : Marketing and Sales Management.
BM 04 : Accounting & Finance for Managers.
BM 05 : Economics for Managers.
BM 06 : Production & Materials Management.

BM 01

Principles of Management & Organizational Behaviour

UNIT 1

Evolution of Management & Organization Theory. Scientific Management School, Classical Organization Theory, Behavioural School ; Management Science School, Systems Approach, Contingency Approach.

UNIT 2

Functions of a Manager–Planning, Organizing, Coordinating & Controlling.

UNIT 3

Motivation, Leadership, Communication Theories of Motivation, Theories of Leadership, Importance of Communications, Communication Problems, Communication Effectiveness.

UNIT 4

Individual Processes in Organizations Perception, Attitudes and Personality. Factors that affect them, How they influence people.

UNIT 5

Group Processes in Organizations Groups, Group formation, Group Effectiveness, Group conflict.

UNIT 6

Organization Design, Organization Change, and Organization Development.

Reference Books :

1. Management by James Stoner R E Freeman and Gilbert D, Prentice Hall 6th edition.
2. Organizational Behaviour by Stephen Robbins, Prentice Hall.
3. Organizational Behaviour by S S Khanka, S. Chand & Co.

BM 02

Elements of Personnel Management

UNIT 1

Evolution, Role and Status of Human Resource Management in India – Structure and functions of Human Resources Management – Systems View of HRM.

UNIT 2

Manpower Planning – Concept, Organization and Practices, Manpower Planning Techniques – Short – term and Long – term planning.

UNIT 3

Recruitment and Selection – Job Analysis – Description – Job Specification – Selection Process – Tests and Interview – Placement and Induction.

UNIT 4

Career Planning and Development – Career Counseling Promotions and Transfers – Retirement and other separation Process.

UNIT 5

Wages and Salary Administration – Developing a Sound Compensation Structure – Regulatory Provisions – Incentives.

UNIT 6

Grievance Handling and Discipline – Developing Grievance Systems – Collective Bargaining – Managing Conflicts.

Reference Books :

1. Arun Monappa & Sayuddain : Personnel Management, Tata McGraw Hill.
2. Pramod Verma : Personnel Management in Indian Organisation, Oxford & IBIA.
3. Edwin B. Flippo : Personnel Management, McGraw Hill.

BM 03

Marketing & Sales Management

UNIT 1

Marketing Concept – Defining Marketing, Core Marketing Concept : Production Concept, Product concept, Selling Concept, Marketing Concept, and Marketing Mix concept.

UNIT 2

Analysing Consumer Markets & Buyer Behaviour Major factors influencing buyer behaviour : cultural factors, social factors, personal factors, and psychological factors, buying Decision Process : stages Market Segmentation, Bases for segmentation, Family Life cycle.

UNIT 3

Product Policy – Product and service differentiation, Product concept, Product levels, Product Hierarchy, Product classification, New Product Development process, Product Life cycle, Product adoption & diffusion process, Product Mix decisions, Branding.

UNIT 4

Price Policy – Pricing Objectives, Selecting pricing methods, adapting price to the market needs, Price wars.

UNIT 5

Promotion Policy – Need for promotion, promotion techniques.

UNIT 6

Channel & Distribution Policy – Channel structure, channel decisions, Wholesaling, Retailing, Physical distribution decisions Transport modes available in India with its merits and demerits.

UNIT 7

Sales Management selling function – Personnel Selling – Locating prospects, building prospect list – Pre-call planning, Sales Approach – Customer Needs Analysis – Sales Presentation – Handling Customer Objections – Closing Sales – Follow – up action. Territory Management. Sales Ethics. Sales Forecasting. Recruitment Training Sales People, Compensation for Sales People, Evaluating sales force performance.

Reference Books :

1. Marketing Management by Philip Kotler, 8th Edition, PHI.
2. Sales Management by Vaswas Das Gupta, PHI.
3. Selling – Principles & Practices by Fredrick Russel, Frank Beach and Richad Brskirk, McGraw Hill.

BM 04**Accounting and Finance for managers**

UNIT 1

Accounting – The Language of Business – Definition – Scope and Functions of Accounting – Basic Postulates and Conventions – International Accounting Standards.

UNIT 2

Accounting Cycle : Debit and Credit – Rules – The Ledger – Journal – Trial Balance – Closing and Adjusting Entries – Preparation of Cash Book – Bank Reconciliation Statement.

UNIT 3

Preparation of Final Statements : Trading or Manufacturing Account – Profit And Loss Account – Profit And Loss Appropriation Account – Balance Sheet Preparation – Classification of Assets and Liabilities – Methods of Depreciation – Inventory Valuation.

UNIT 4

Analysis and Interpretation of Financial Statements : preparation of Common Size Statements – Trend Percentages – Ratio Analysis – Classification Of Ratios – Interpretation and Limitation of Ratios.

UNIT 5

Capital Budgeting : Investment Proposals – Traditional Techniques of Project Evaluation – DCF Techniques – Capital Rationing.

UNIT 6

Working Capital Management : Concepts – Determinants – Estimating Working Capital Requirements – Funds Flow Analysis – Preparation of Statement of Sources and Application of Funds.

Reference Books :

1. Gupta R.L. & M Radhaswamy : Advanced Accounts Vol. 1.. S Chand & Sons, New Delhi 1985.

2. Horngreen C.T. : Accounting for Management Control : An Introduction, Englewood Cliffs, Prentice Hall, New York 1983.
3. Jain S.P. & Narang Advanced Accounting Kalyani Publishers. Ludhiana 1985.
4. Weston J. Ferd & Eugene Brigham : Essential of Managerial Finance, Dryden Inc. 1979.

BM 05**Economics for Managers**

UNIT 1

Introduction to managerial economics – Economic principles and the practice of management – Role and responsibilities of managerial economists.

UNIT 2

Meaning of Demand – types of demand – Determinants of demand – demand function – demand elasticities – demand forecasting.

UNIT 3

Production Functions – Input-Output Analysis, Law of variable proportions – Return to Scale.

UNIT 4

Cost concepts – Cost Function – Long-run and short-run Cost-Output relationship – Managerial use of cost function.

UNIT 5

Price and Output determination under different Market Structures – price discrimination – Pricing methods in practice.

UNIT 6

National Income – Concept and measurement – Gross National Product (GNP) – Net National Product (NNP) – Methods of

Measuring National Income.

UNIT 7

Business Cycle-Types of Business Cycles-Phases of Business Cycles-Theories of Business cycles and the managerial implications.

Reference Books :

1. Dean Joel, Managerial Economics, Prentice Hall of India.
2. Gupta G S, Managerial Economics, Tata McGraw Hill.

• **BM 06**
Production & Materials Management

UNIT 1

Production Management—meaning, scope and functions. Problems of production Management different types of production systems.

UNIT 2

Production planning and control. Objective and characteristics of Production planning – steps involved in production planning. Meaning and definition of production control – objectives of production control-Techniques of production planning and control.

UNIT 3

Meaning and importance of productivity. Measurement of productivity. Factors affecting industrial productivity-production and productivity.

UNIT 4

Scheduling. Network analysis – CPM and PERT—advantages and limitation of the two methods. Difference between CPM and PERT.

UNIT 5

Meaning and definition of materials management, objectives of materials management. Purchasing functions, procedures—centralised and decentralised purchasing. Other methods of Purchasing, Store-keeping, organization of store keeping.

UNIT 6

Inventory control and management, Importance of inventory management, essential of inventory control system, various inventory costs. Reorder point, EOQ. ABC techniques of inventory control.

UNIT 7

Quality Control and inspection, advantages of quality control system, inspection different kind of inspection. Statistical Quality Control – Types of control Charts.

Reference Books :

1. Adam and Ebert, Production and Operations Management, Tata McGraw Hill.
2. Data A K, Integrated Materials Management, Prentice Hall.

