

PROGRAMME GUIDE

DISTANCE EDUCATION PROGRAMMES

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

- **Scheme of Examination**
- **Detailed Syllabus**
- **Counseling and Study Structure**
- **Study Modules & Books Information**
- **Date Schedule & Instructions for Submitting Assignments**



DR. C.V.RAMAN UNIVERSITY
INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH

PHONE : 07753-253737, 8827920016, 8827920019 FAX : 07753-253728

E-mail: iode@cvru.ac.in Website: www.cvru.ac.in

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

Duration - 12 Months (1 Years)

Eligibility - Graduation in any discipline

SCHEME OF EXAMINATION

Course Code	Name of the Course	Credit	Total Marks	Theory		Practical/project report		Assignments/project viva	
				Max	Min	Max	Min	Max	Min
Semester-I (Compulsory Papers)									
1PGDBM1	Management Process and Organizational Behavior	2	100	70	28	-	-	30	12
1PGDBM2	Quantitative Method	2	100	70	28	-	-	30	12
1PGDBM3	Managerial Economics	2	100	70	28	-	-	30	12
1PGDBM4	Environment Analysis and Management	2	100	70	28	-	-	30	12
1PGDBM5	Managerial Skill Development	2	100	70	28	-	-	30	12
1PGDBM6	Accounting for Managers	2	100	70	28	-	-	30	12
1PGDBM7	Computer Application for Managers	2	100	70	28	50	20	30	12
1PGDBM8	Business ethics & CSR	2	100	70	28	-	-	30	12
Total aggregate required to pass		16	850	560	224	50	20	240	96
Semester-II Compulsory Papers									
2PGDBM1	Business policy and Strategic analysis	2	100	70	28	-	-	30	12
2PGDBM2	Management science	2	100	70	28	-	-	30	12
2PGDBM3	Human Resource Management	2	100	70	28	-	-	30	12
2PGDBM4	Financial Management	2	100	70	28	-	-	30	12
2PGDBM5	Marketing Management	2	100	70	28	-	-	30	12
2PGDBM6	Production & operation Management	2	100	70	28	-	-	30	12
2PGDBM7	Research Methodology	2	100	70	28	-	-	30	12
2PGDBM8	International Business	2	100	70	28	-	-	30	12
Total aggregate required to pass		16	800	560	224	-	-	240	96

Evaluation Scheme

1. 40% in each theory, practical, project, dissertation & internal assessment
2. 40% Aggregate marks to pass



Dr. C.V. RAMAN UNIVERSITY

INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM1, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR

UNIT I

Management Systems and Process, Introduction, Definition, & Nature of Management, Management – A science and an Art, Management vs Administration, Functions of Management, Significance of Management. **Evolution of Management Thoughts**, Introduction, Approaches to Management, Classical Theory, Scientific Management Approach, Leading Management Thinkers. **Managerial Skills**, Introduction, Levels of Management, Managerial Skills, Job of a Manager, Managerial Roles. **Social Responsibility of Management**, Social Objectives and Obligations, Social Responsibilities of Management in India.

UNIT II

Understanding and Managing Individual Behaviour, Introduction, Models of Organizational Behaviour, McGregor's XY Theory, Immaturity-Maturity Theory, Mayo's Social Man, Schein's Rational and Complex Man, Theory Z : A Hybrid Model. **Personality**: Personality, Trait Theories, The Development of Personality and Socialization.

UNIT III

Perception – Perceptual Process and Managerial Implications of Perception, The Role of Perception, Characteristics of the Person, Situational Processes, Managerial Implications of Perception. **Values and Attitudes**, Introduction, Types & Sources, Values and Corporate Culture, Attitudes, Measurement of Attitude, Job Satisfaction. **Learning**, Introduction, Nature & Theories of Learning, Strategies of Reinforcement, Use of Reinforcement Theory in Behaviour Modification (OB Mod). **Individual Decision Making and Problem Solving**: Importance, Types & Models of decision-making, Dynamics of Decision-making.

UNIT IV

Understanding and Managing Group Processes, Introduction, Formal & Informal Organization, Group Dynamics, Work Teams: Definition, Types, and Effectiveness, Quality Circle, Team building .**Interpersonal and Group Behaviour**, Interpersonal Skills, Transactional Analysis, Johari Window, Nature of Groups, Reasons for Group Formation. **Leadership – Its Approaches and Styles**, Introduction, Definitions, Leader Traits, Leader Behaviour, Leadership Styles, Vroom, Yetton, and Jago’s Normative Decision Model of Leadership, Leader Decision-making Style, Emerging Leadership Theories. **Motivation Concepts and its Theories**, Introduction, Theories of Motivation, Motivation in Practice.

UNIT V

Meaning and Determinants of Organizational Behaviour: Definition, Historical Roots of Organizational Behaviour, The Emergence of Organizational Behaviour, **Organizing and Organizational Structure Line and Staff Conflicts**, Introduction, Organization Structure, Principles of Organization, Span of Management, Organization Charts, Authority Relationships: Line, Staff and Functional, Forms of Organization Structure. **Work Stress and Stress Management**, Introduction, Defining Stress, Factors that produce stress, Coping Strategies Stress-management Techniques, A Holistic Wellness Model. **Organizational Conflicts and its Dimensions**, Introduction, The Conflict Process, Sources of Conflict, Types, Symptoms & Causes of Conflict, Final Words on Negotiation.

REFERENCE BOOKS

1. Organizational Behaviour, Stephen Robbins- 9th Ed
2. Organizational Behaviour - Uma Sekaran
3. Organizational Behaviour - K.Asathappa
4. Organizational Behaviour - JitS.Chandran
5. Organizational Behaviour - McShane
6. Essentials of Management – Koontz – TMGH -
7. Principles & Practices of Management - Saxena
8. Principles and Practices of Management - Shejwalkar and Ghanekar
9. Management Concepts & Practices - Hannagan



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM2, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : QUANTITATIVE METHODS

UNIT I

Basic Quantitative Methods : Introduction, Measure of Central Tendency, Mean, Median (MD), Mode, Correlation, Linear Simple Correlation, Regression, Index Number.

Probability Distributions - Concept of Probability, Bayes Theorem or Inverse Probability Rule, Random Variables, Mean and Variance of a Random Variable, Expected Value, Expected Value with Perfect Information (EVPI), Poisson, Hypergeometric Distribution, Normal Distribution, Joint Probability Distribution.

UNIT II

Sampling and Sampling Distributions - Types of Sampling, Sampling Distribution, Sampling from Normal and Non-normal Populations, Central Limit Theorem, Determination of Sample Size, Finite Population Multiplier, Sampling Distribution of Number of Successes.

Estimation, Estimator or Point Estimation, Interval Estimation.

Testing of Hypotheses - Basic Concept of Hypothesis, One Sample Tests, Hypotheses Testing of Means when Population Standard Deviation is Known, Hypotheses Testing of Means when Population Standard Deviation is Unknown, Hypothesis Testing of Proportions for Large Samples and Difference in Proportions, Two Sample Tests for Equality of Means for Large and Small Samples.

Chi Square, Chi-Square Test of Independence, The Student's T-Distribution, Snedecor's F-Distribution, Chi-Square Test, Practical in Excel Solver SPSS .

UNIT III

Analysis of Variance - Nature of the Test Statistic, Testing the Significance of Regression using Analysis of Variance, Test for Difference among more than Two Samples, Inference about a Population Variance, Inferences for Comparing Two Population Variances, One Way Analysis of Variance Practical in Excel Solver, Two Way Analysis of Variance Practical in Excel Solver.

Non Parametric Methods - The Matched-Pairs Sign Test, Wilcoxon Matched-Pairs Signed Rank-Sum Test, Mann Whitney Wilcoxon Test, The Kruskal-Wallis Test, The Runs Test for Randomness.

UNIT IV

Simple Regression and Correlation - Types of Relationships, Estimation using the Regression Line, Mean and Variance of ' e_1 ' Values, Definition of Correlation, Regression and Correlation Analysis .

Time Series and Forecasting - Variations in Time Series, Trend Analysis, Time Series Analysis in Forecasting.

Decision Theories - Decision Analysis, Expected Value Criterion with Continuously Distributed Random Variables, Decision Tree Analysis.

UNIT V

Linear Programming, Transportation and Assignment Problems - Formulation of Linear Programming Problem, Summary of Graphical Method, Formulation of transportation, Assignment Problems.

REFERENCE BOOKS

1. Richard I. Levin and David Scrubbing, Statistics for Management (Seventh Edition), Prentice Hall Of India, New Delhi.
2. Gupta, S. P. and Gupta, M.P, Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
3. Kapoor, V. K., Essentials of Mathematics for Business and Economics, Sultan Chand and Sons, New Delhi, 1999.
4. Kazmier, L. J and Pohl, N. F, Basic Statistics for Business and Economics, McGraw Hill, New York.
5. Elhance D.N. Fundamentals of Statistics, Kitabmahal.
6. Hooda R.P. Statistics, Macmillan
7. Saha Suranjan, Practical Business & Statistics, TMH India.
8. P.C. Tulsian & Vishal pandey, Quantitative Techniques.
9. S.M. Shukla and S.P. Sahai - Statistics (Sahitya Bhavan Publication).



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM3, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : MANAGERIAL ECONOMICS

UNIT I

Managerial Economics: An Overview - Nature of Managerial Economics, Scope of Managerial Economics, Concepts of Managerial Economics, Fundamental Nature of Managerial Economics, Appropriate Definitions, Basic Characteristics, Theoretical Concepts of Managerial Economics, Role of the Managerial Economist.

UNIT II

Demand Analysis - Concept of Demand, Elasticity: Meaning, Elasticities in Managerial Decision-making, Demand Forecasting.

Production Analysis - Production Process, Change in Input Prices, Empirical Production Functions.

Cost Analysis - Cost Concepts, Cost-output Functions, Economies of Scale.

Application of Cost Analysis - Break-even Analysis: Cost-Volume-Profit, Cost Functions: Empirical Determination.

UNIT III

Price-output and Market Structure - Theory of Pricing, Various Forms of Market Structures, Equilibrium of a Firm, Price Determination, Equilibrium between Demand and Supply, Pricing and Output Decisions under Perfect Competition and Monopoly .

Pricing Strategies - Multi Product Pricing, Price Discrimination.

UNIT IV

Investment Decisions - Meaning of Investment, Investment Alternatives available for a Household, Desirable Attributes of Investments, Meaning and Significance of Capital Budgeting, Techniques or Methods of Investment Evaluation .

Public Investment Decisions - Public Investment Decisions, Risk, Risk and the Investment Decisions .

UNIT V

Firm – Objectives and Constraints - Main Objectives of the Firm, Theories of the Firm, Value Maximization, Firm's Constraints.

Advertising - Advertising in Managerial Economics, The Optimal Level of Advertising Expenditure, Economic Effects of Advertising.

Welfare Economics - General Equilibrium, Utility Analysis, Pareto Optimality: Alternative Approach, Criteria for Welfare Judgements.

REFERENCE BOOKS

1. Managerial Economics – Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi
2. Managerial Economics- D.N. Dwivedi, Vikas Publication New Delhi.
3. Managerial Economics – Varshney and Maheshwari, Sultan Chand and Sons, New Delhi
4. Managerial Economics – D. Salvatore, McGraw Hill, New Delhi
5. Managerial Economics – Pearson and Lewis, Prentice Hall, New Delhi
6. Managerial Economics – G.S. Gupta, T M H, New Delhi
7. Managerial Economics – Mote, Paul and Gupta, T M H, New Delhi
8. Managerial Economics –Joel Dean, Prentice Hall, USA
9. Managerial Economics –H LAhuja, S Chand & Co. New Delhi



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM4, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : ENVIRONMENT ANALYSIS & MANAGEMENT

UNIT I

Introduction, Sustainable Development, Other Fundamentals, Study of Environmental Management In Management Schools, Review Questions. **Realm of Ecology**, Ecology, Definitions, Selected Concepts of Ecology, Industrial Ecology, Review Questions.

UNIT II

Background to International Efforts for Environmental Protection, Introduction, World Commission on Environment and Development, Regional Efforts, Earth Summit 1992, Review Questions.

UNIT III

India's Efforts for Environmental Protection and Public Policy, Introduction, National Committee on Environment Planning, Environment Protection Act, **Environment Problems** - Introduction, Global Warming, Effects of Global Warming,, Ozone Depletion, The Montreal Protocol, Montreal Protocol Amended.

UNIT IV

Environmental Management System, Introduction, Terminology, ISO 14000 (Series) **Environmental Clearance for Establishing and Operating**, Industries in India*, Key Functions of the Government Agencies, Procedure for Establishing and Operating an Industrial Unit in India.

UNIT V

Business - Accounting - Economy, Introduction, Promotion of Sustainable Development, Globalization, Use of Economic Instruments/Price Mechanisms, Environmental Taxes, Trade GATT - WTO, Eco-labelling, Green Funds.

REFERENCE BOOKS

1. Francis Cherumilam, Business Environment Text & Cases, HPH, MuPGDBMi.
2. Adhikari, M., Economic Environment of Business
3. Hill W L ,International Business, TMH , New Delhi
4. SampatMukerjee, Economic Environment of Business
5. DwijendraTripathi, Business Politics in India



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM5, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE :MANAGERIAL SKILL DEVELOPMENT

UNIT I

Human Growth and Development , Nature and Principles of Growth and Development, Dimensions of Development, Learning, Moral Values, Developmental Tasks, Meaning of Developmental Tasks

UNIT II

Psychomotor and Psychosocial Development , Introduction, Motor Development

UNIT III

Heredity and Environment in Human Socialization , Environment Influences in Molding the Personality, Role of Hereditary and Environmental Factors in Personality Development, Role of Socialization and Child Rearing Practices in Development , Factors Influencing Choice of Child-Training Methods

UNIT IV

Theories of Personality Development , Personality , Psycho Dynamic Theories of Personality , Behavioural Theory

UNIT V

Intelligence Quotient and Emotional Quotient , Factor Theories of Intelligence, Intelligence Quotient (IQ), Multiple Intelligences , Social Intelligence, Emotional Intelligence



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM6, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : ACCOUNTING FOR MANAGERS

UNIT I

Basics of Accounting, Meaning, Process of Accounting, System of Accounting. **Basic Accounting Principles, Classification of Accounts**, Personal Account, Real Account, Nominal Accounts. **Accounting Process**, Transactions in between the Real A/c, Journal Entries in between the Accounts of two different Categories, Accounting Equation. **Basics of Cost Accounting**, Meaning of Cost Accounting, Cost Classification, Costing Concepts. **Cost Sheet**,

Direct Cost Classification, Indirect Cost Classification, Stock of Raw Materials, Stock of Semi-finished Goods, Stock of Finished Goods.

UNIT II

Corporate Financial Statements, Types & Nature of Financial Statements, Attributes & Uses of Financial Statements, Limitations of Financial Statements.

Classification of Expenditure/Receipts, Capital and Revenue Expenditures, Capital and Revenue Receipts, Cost of Goods Sold.

Tools of Financial Statement Analysis, Concepts, Objectives, Tools for Analysis and Interpretation.

Comparative Financial Statements, Comparative (Income) Financial Statement Analysis, Comparative Common-size Statement, Trend Analysis.

UNIT III

Ratio Analysis, Definition, Classification, Purposes & Utility of the Ratio Analysis, Limitations of the Ratio Analysis, Short-term Solvency Ratios, Capital Structure Ratios, Profitability Ratios, Return on Assets Ratio, Return on Capital Employed, Turnover Ratios, DU PONT Analysis, **Fund Flow Statement**, Meaning & Objectives of Fund Flow Statement, Analysis, Steps, Schedule of Changes in Working Capital, **Methods of Fund Flow Statement**, Methods of Preparing Fund from Operations, Advantages & Limitations of Fund Flow Statement, **Cash Flow Statement**, Meaning & Utility of Cash Flow Statement, Steps in the Preparation of Cash Flow Statement.

UNIT IV

Cost Control Techniques, Standard Costing and Variance Analysis, Definition and Meaning of Standard Costing, Standard Costing System, Concept of Variance Analysis, Classification of Variances, **Responsibility Accounting**, Responsibility Centers, Controllability Concept, Accounting Concepts, Advantages and Disadvantages of Responsibility Accounting.

UNIT V

Management Applications, Definition & Importance of Marginal Costing, Cost-Volume-Profit (CVP) Analysis, Break-even Analysis, Application of Cost Volume Profit Analysis, Pricing Decisions, Methods of Pricing, **Activity-based and Target-based Costing**, Concept of Activity-based Costing, Target Costing, **Contemporary Issues in Management Accounting**, Life Cycle Costing, Quality Costing, Kaizen Costing, Throughput Costing, Backflush Costing.

REFERENCE BOOKS

1. Anthony R. N. and Reece J.S. Accounting Principles, Homewood, Lllinois , Richard D. Irwin.
2. Bhattacharya S.K. and Dearden J. Accounting for Management : Text and Cases. New Delhi, Vikas.
3. Heitger, L E and Matulich, Serge. Financial Accounting . New York , McGraw Hill.
4. Hingorani, N L. and Ramanathan , A.R. Management Accounting , New Delhi , Sultan Chand .

5. Vij. Madhu Financial and Management Accounting . New Delhi ,Anmol Publications.
6. Koplan& Atkinson, Advance management Accounting, 2004, Pearson India.
7. J.M. Gowda, Management Accounting, Himalaya Publishing House
8. Dr. S.M. Shukla, Advance Accounting, Sahitya Publication.



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM7, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : COMPUTER APPLICATION FOR MANAGERS

UNIT I

INTRODUCTION TO COMPUTER, What is a Computer?, A Simple Model of a Computer, Characteristics of Computers, Classification of Computers, Architecture of a Computer System, Computers in Business, Facilities Available in Computerized System, Indian Computing Environment, Components of Computer System, The Computer Generations, Computer Languages, Language Translators.

UNIT II

SOFTWARE PACKAGES, Personal Computers in Business, PC Software Packages, Disk Operating System, Windows Operating System.

UNIT III

WORD PROCESSING SOFTWARES, Word Processor, MS Word 2003, Starting MS-Word, Working with Menus.

Word spreadsheet software, microsoft excel 2003, how to start microsoft excel 2003?, a sample session with excel 2003, data entry and editing, range operations, working with worksheets, database functions in spreadsheet.

UNIT IV

MANAGERIAL APPLICATIONS OF COMPUTER, Managerial Applications of Computers, Computer and Management Functions, Computer based Financial Accounting System, Computer based Inventory System, Inventory Control System, Computers and Inventory.

UNIT V

MANAGEMENT INFORMATION SYSTEM, What is an Information System?, The Need for Information Systems, Digital Convergence, Change in Business Environment, Information and Knowledge Economy, Contemporary Approach to Information System, Information System Management Challenges, Ethical and Societal Issues of Information System.

,

REFERENCE BOOKS

1. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi.
2. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, BoPGDBMy.
3. Comer 4e, Computer networks and Internet, Pearson Education.
4. White, Data Communications & Computers Network, Thomson Learning BoPGDBMy.
5. David, Van Over, Foundations of Business Systems, Forth Worth, Dryden 1992
6. Summer, M. Computers Concepts and Uses, 2nd ed. Englewood Cliffs, PHI publication
7. John, Moss Jones, Automating Mangers: the implications of Information Technology for Managers. London,Printer
8. Sinha, P.K., PritiSinha (2002). Foundation of computing. BPB Publications.
9. Ram, B. (2003). Computer Fundamentals. New Age Publications



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- First Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 1PGDBM8, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : BUSINESS ETHICS & CSR

UNIT I

BUSINESS ETHICS, Introduction, Concept of Business Ethics, Overview of Business Ethics, Factors affecting Business Ethics, Objectives of Business Ethics, Source of Business Ethics, Morality and Etiquette, Morality and Religion, Morality and Law, Moral Duty, Right and Obligation, Theory of Distributive Justice, Business Ethics in Practice, Attitude of Indian Managers towards Business Ethics.

UNIT II

PHILOSOPHICAL FOUNDATION OF ETHICS, Introduction, Customary Morality and Reflective Morality, Ethical Relativism, Normative Ethical System, Ethics Issues in Different Spheres, Egoism, Utilitarianism, Ethical Formalization, Theoretical Normative Ethics, **BUSINESS AND SOCIETY** , Introduction, Social Orientation of Business, Social Responsibility of Business, Social Responsibility and Social Responsiveness, Gandhian Philosophy of Wealth Management, Social Audit, Corporate Social Performance.

UNIT III

VALUES AND WORK, Introduction, Characteristics of Values, Types of Values, Importance of Values, Difference between Values and Skills, Managing Leadership Values, Corporate Values, Business Culture and Values, Human Values for TQM, Quality Leadership, Indian Ethos for Management, Work Ethics, Work Culture, Corporate Culture.

UNIT IV

ETHICS AT WORK PLACE, Introduction, Ethics at Work Place, Personal Values and Organizational Goals, Organizational Norms and Conformity, Ethics and Decision Making, Ethical Dilemma, Ethics and Human Resource Management, Ethics and Marketing, Consumerism, Ethics and Advertising, Marketing Research, Price Fixation, Marketing Strategies, Ethics and Corporate Governance, Corporate Disclosure, Ethics, Technology and Computers, Intellectual Property Rights, Ethics and Environment, Sexual Harassment.

UNIT V

ETHICS AND CORPORATE CULTURE, Introduction, Measures to Encourage Ethical Conduct and Institutionalize Ethics Training, Code of Conduct, Formal Committees, Ethics Audit, Professional Values and Professional Codes, Managing Ethical Conduct in Modern Times, **SOCIAL AND ECONOMIC ISSUES**, Introduction, Adaptation to Changing Environment, Economic Growth and Change Areas, Emerging Opportunities in Various Sectors, Management Practices and Cultural Issues, Global Political Situation, Global Competitive Environment, Internal Scene in India.

REFERENCE BOOKS

1. Murthy C.S.V – Business Ethics- Text & Cases, Himalya Publishing House
2. Velasquez (2002) - Business Ethics - Concepts and Cases, Prentice Hall, 5th edition.
3. Baxi C.V. and Prasad Ajit (2005): Corporate Social Responsibility, Excel Books.
4. KaurTripat, Values & Ethics in Management, Galgotia Publications.
5. Badi, R.V. and Badi, N.V. Business Ethics, Vrinda Publications



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Second Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM1, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : BUSINESS POLICY & STRATEGIC ANALYSIS

UNIT I

Strategic Management: An Introduction, Origin of Strategy and Strategic Management, Need for Strategies and Strategic Management, Strategic Management Process, Challenge of Strategic Management, Competitive Advantage, Resource-based Model, Stakeholders in the Process, Strategic Intent. **Vision and Mission**, Communicating Vision and Mission, Setting Objectives, Need for Objectives at all Management Levels, Developing the Strategy, Aligning Performance with Objectives. **Concept of Synergy and its Relevance to Strategy**, Business Definition, Objectives and Goals, Social Responsibility.

UNIT II

Understanding External Environment, External Environmental Analysis, Global Effect, Industry Environment Analysis, Determining Industry Attractiveness, Strategic Groups, Competitor Analysis. **Analysis of Internal Environment**, Internal Analysis Framework, Resources, Capabilities and Core Competencies, Building Core Competencies, Outsourcing, Corporate Strategy, TWOS Analysis, Diversification Strategies, Restructuring, Cooperative Strategies, **Generic Tools of Analysis**, Decision Trees, Issue Trees, Profit Trees, SWOT Analysis, PESTLE Analysis, Case Analysis, Portfolio & Other Analytical Models.

UNIT III

Implementing Strategic Management, Role of Strategic Leadership in Implementation, Effective Strategic Leadership, Teams as an Organizational Resource, Aligning Organizational Capabilities, Innovation, **Implementing Business-level Strategy**, Types of Business-level Strategy, Implementing Functional Strategies, Role of the Budget, Strategic Evaluation and Control, Strategic Audit. **Operational Strategy**, Formulating Operations Strategy, Product-service Mix (What to Produce?), Capacity Planning (How many to Produce?), Technology and Facilities Planning (How to Produce?), TQM Tools and Techniques, **Financial Strategy**, Procurement of Funds, Utilisation of Funds, Financial Ratio Analysis, Financial Strategy and Competitive Advantage, **Marketing Strategy**, Market Segmentation, Product Positioning, Product Strategies, Product Life Cycle Concept, Pricing Strategies, Distribution and Promotion Strategies, **Human Resource Strategy**, Human Resource Strategy, Personnel Policies, Human Resource Planning, Recruitment, Selection, Placement, Induction/Orientation, Training and Development, Performance Appraisal .

UNIT IV

Levels of Strategy, Levels of Strategies, Characteristics of Different Levels of Strategies, **Scanning Environments for Threats and Opportunities**, Analysing Internal Weaknesses and Strengths, Developing Vision, Mission, Corporate Values and Objectives, Generating Strategic Options, Evaluating and Selecting Overall Strategy, Implementing Strategy, Business Environment Analysis, **Variables in Competitive Environments**, Critical Success Variables in Competitive Environments, Internal Resource Analysis, Control over Resources, Value Chain Analysis. **Cost and Value Drivers**, Total Value Chain, Importance of Linkages in the Value Chain, Role of Information/Communication Technology in Reinforcing Value Chain, Management of Value Chain.

UNIT V

Analysis of Skills and Competence, Concept of Core Competencies, Resources, Capabilities, Understanding Core Competencies, Characteristics of Core Competencies, Tests for Core Competencies, Mapping Stakeholders' Expectations, Stakeholders in a Corporation, Identifying Stakeholders, Mapping Stakeholders, Sources of Power of Internal Stakeholders, Sources of Power of External Stakeholders.

REFERENCE BOOKS

1. Kazmi, Azar, 'Business Policy', Tata McGraw-Hill Publishing Co. Ltd, New Delhi, 2009
2. Fred R. David, "Strategic Management – Concepts and cases", Pearson Prentice Inc, U.K 2006.
3. Pearce II, John, Robinson Richard B, Amita Mitta., 'Strategic Management – Strategic formulation and Implementation', Tata McGraw Hill Publishing Company Ltd, New

4. Delhi, 2008.
5. Kim Warren, "Strategic Management Dynamics' John Wiley Publication, 2007



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Second Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM2, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE :MANAGEMENT SCIENCE

Management Systems and Process, Definition of Management, Management – A science and an Art, Management – An Emerging Profession, Management vs Administration, Functions of Management, Significance of Management.

UNIT-II

Evolution of Management Thoughts, Approaches to Management, Classical Theory, Scientific Management Approach, Criticism of Scientific Management, Management Process or Administrative Management Approach, Bureaucracy, Neo-Classical Theory, Behavioural Science Approach, Quantitative Approach, Systems Approach, Features of Systems Approach, Contingency Approach, Operational Approach, Leading Management Thinkers.

UNIT-III

Managerial Skills, Levels of management, Managerial skills, The job of a manager, Managerial roles.

UNIT-IV

Managerial Planning, Principles of planning, The process of planning, Essential requirements of an effective plan, Derivative plans, Planning premises, Business forecasting.

UNIT-V

Organizing and Organizational Structure Line and Staff Conflicts, Organization Structure, Principles of Organization, Span of Management, Organization Charts, Organization Manuals, Forms of Organization Structure.

Authority and Organisational Relationship, Authority Relationships: Line, Staff and Functional

REFERENCE BOOKS

1. Organizational Behaviour, Stephen Robbins- 9th Ed
2. Organizational Behaviour - Uma Sekaran
3. Organizational Behaviour - K.Asathappa
4. Organizational Behaviour - JitS.Chandran
5. Organizational Behaviour - McShane
6. Essentials of Management – Koontz – TMGH -
7. Principles & Practices of Management - Saxena
8. Principles and Practices of Management - Shejwalkar and Ghanekar
9. Management Concepts & Practices - Hannagan

REFERENCE BOOKS

1. P. K. Gupta and D. S. Hira, “Operations Research”, New Delhi: Sultan Chand Publications
2. A.M. Natrajan, “Operation Research”, Pearson Education.
3. Hamdy A. Taha, “Operations Research: An Introduction”, Pearson Education
4. N. D. Vohra. “Quantitative Techniques”, New Delhi: Tata McGraw Hill Publications,
5. R. Panneerselvam, “Operation Research” , Prentice Hall of India
6. F.S. Hiller & Hiller, “Introduction to Management Science” Tata McGraw Hill
7. R. Bronson, G. Naadimuthu, “Operatins Research, Schaum’s , Tata McgrawHill
8. Haruly M. Wagner, “Principles of Operations Research with application to managerial decisions”, New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
9. R. Kothari, “Quantitative Techniques”, Delhi: Vikas Publications.



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- *Second Semester*

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM3, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : *HUMAN RESOURCE MANAGEMANT*

UNIT I

Concepts and Perspectives on Human Resource Management, Nature of HRM, Scope of HRM, Objectives of HRM, Importance of HRM, Systems Approach to HRM, HRM and Competitive Advantage, Evolution of the Concept of HRM, **Human Resource Management in Changing Environment**, Technological Changes, Workforce Diversity, Diversity Issues in India, Managing Diversity, **Corporate Objective and Human Resources Planning**, The Process of Human Resource Planning, Responsibility for HRP, Effective Human Resources Planning.

UNIT II

Job Analysis and Job Description, Uses of Job Analysis, The Process of Job Analysis, Job Description, Job Specification, **Methods of Manpower Search**, Methods of Recruitment, **Induction and Socialization**, Placement, Induction/Orientation, Induction Training in India.

Manpower Training and Development, Need for Training, Training vs Development, Training vs Education, Learning Principles: The Philosophy of Training, Applicability of Training, Environment, Areas of Training, Types of Training, A Systematic Approach to Training, Training Methods, Evaluation of a Training Programme, Methods of Evaluation.

UNIT III

Job Evaluation and Wage Determination, Job Evaluation: Concept, Job Evaluation vs Performance Appraisal, Essentials for the Success of a Job Evaluation Programme, Job Evaluation Methods and Limitations, Objectives of Compensation Planning, Components of Pay Structure in India, Wage and Salary Administration, Objectives, Principles of Wage and Salary Administration, The Elements of Wage and Salary System, Factors Influencing Compensation Levels, Wage policy, Wage Policy in India, State Regulation of Wages, Bonus, Wage Differentials. **Performance Appraisal and Potential Evaluation**, Process and Methods of Performance Appraisal, Problems with Performance Appraisal, Essential Characteristics, System, Potential Appraisal, Performance Appraisal Practices in India.

UNIT IV

Industrial Relations and Trade Unions, Industrial Relations, Objectives of Industrial Relations, Approaches to Industrial Relations, Essential Conditions for Sound Industrial Relations, Significance of Industrial Relations, Industrial Conflict, Forms of Industrial Disputes, Causes of Industrial Disputes, Industrial Disputes in India, Preventive Machinery, Trade Unions – Introduction, Definition, Objectives of Trade Unions, Functions of Trade Unions, Union Structure, The Trade Unions Act, 1926 and Legal Framework, Union Recognition, 1958, Verification of Trade Union Membership, Current Trends in Trade Unionism.

UNIT V

Dispute Resolution and Grievance Management, Model Grievance Procedure, Grievance Management in Indian Industry, Discipline: Three Interpretations, Approaches to Discipline, Disciplinary Action, Punishment, Dismissal and Discharge, Essentials of a Good Disciplinary System.

REFERENCE BOOKS

1. V.S.P. Rao: Human Resource Management, Exel
2. C.B. Memoria: Personal Management, Himalaya
3. Edwin B. Flippo: Personal Management, Tata McGraw Hill

4. K. Aswathappa Human Resource Management, Tata McGrawHill
5. Dale Yoder: Personal Management & Industrial Relations, Tata McGraw Hill
6. C.B. Gupta: Human Resource Management, Sultan Chand and Sons
7. R.S. Dwivedi: HRD in India Companies, Himalaya
8. Gary Dessler: Human Resource Management, McMillan
9. Dubey.P.&Yakkaldevi. A (2015) Human Resource Management ;Laxmi Book Publication, Solapur Maharashtra ;ISBN No.9781312817500



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Second Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM4, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : FINANCIAL MANAGEMENT

UNIT I

INTRODUCTION TO FINANCIAL MANAGEMENT, Meaning and Definition of Financial Management, Importance of Financial Management Financial Decisions, Objective of Financial Management, **FINANCIAL PLANNING**, Meaning and Definition, Need for Financial Planning, Steps in Financial Planning, Objectives of the Financial Plan, **CAPITALIZATION** Over-capitalization, Under-Capitalization.

UNIT II

CAPITAL STRUCTURE, Meaning of Capital Structure, Features of an Appropriate Capital Structure, Determinants of Capital Structure, Leverages, **CAPITAL BUDGETING**, Meaning and

Definition, Capital Budgeting Process, **COST OF CAPITAL**, Concept, Importance, Cost of Equity, Cost of Debt Capital, Weighted Average Cost of Capital (WACC).

UNIT III

WORKING CAPITAL MANAGEMENT, Meaning and Definition of Working Capital,, Kinds of Working Capital, Distinction Between Permanent and Temporary Working Capital, Objectives of Working Capital Management, Factors Influencing Working Capital, Determination of Required Working Capital.

UNIT IV

CASH MANAGEMENT, Objectives of Cash Management, Factors Determining Cash Needs, Cash Budget, Managing Cash Flows, Computation of Optimum Cash Balance, Money Market Instruments or Marketable Securities, **RECEIVABLES MANAGEMENT**, Meaning and Characteristics, Receivables Management, **INVENTORY MANAGEMENT**, Components of Inventory, Inventory Management Motives, Objectives, Tools and Techniques of Inventory Management/Control.

UNIT V

MANAGEMENT OF PROFITS/DIVIDEND POLICY, Meaning and Definition, Dividend Policy, Management of Profits/, Dividend Policy, Types of Dividend Policies, Factors Influencing Dividend Policy, Practical Aspects of Dividend Policy.

REFERENCE BOOKS

1. Hampton , john . Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
2. Van Horner, James C. Financial Management and Policy , New Delhi, Prentice Hall of India.
3. Winger, Bornard and Mohan, Nancy, Principles of Financial Management, New York, Macmillan Publishing Company.
4. J.C. Van Horne, Fundamentals of Financial Management, PHI , New Delhi.
5. Weston Brigham, Managerial Finance, McGraw Hill , New York.
6. I.M. Pandey, Financial Management Vikas Pub. House, New Delhi.
7. P. Chandra, Financial Management, TMH, New Delhi .
8. S.C. Kuchhal, Financial Management, Chaityna Publishing House, Aligarh.
9. R.M. Srivastava, Financial Decision Making, Himaylaya Publishing House, MuPGDBMi



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- *Second Semester*

PROGRAMME: PGDBM

COURSE CODE: 2PGDBM5, CREDIT:-2

COURSE : *MARKETING MANAGEMANT*

THEO. MAX. M: 70 MIN. M: 28

ASSIG. MAX.M: 30 MIN. M: 12

UNIT I

Introduction to Marketing, Introduction, Defining Marketing, Needs, Wants and Demand, Concept of Exchange, Customer Value and Satisfaction, Evolution of Marketing Concept, **Measuring Market Demand**, Introduction, Forecasting Methods, **Marketing Implementation and Control**, Introduction, Marketing Implementation, Organising Marketing Department, Role of Marketing in Structuring, Alternatives, Implementation of Marketing Programmes, Mechanisms to Control, Performance Evaluation Methods, **Marketing Environment Analysis**, Introduction, Scanning and Analysing Environment, **Information System and Marketing Research**, Introduction, Information About Factors that Affect Marketing, Marketing Information Systems (MIS), Marketing Research Process, Data Collection Approach, Qualitative Research, Quantitative Research, Sampling Plan.

UNIT II

Market Segmentation, Targeting and Positioning, Introduction, Market Segmentation, Requirements for Effective Segmentation, Bases for Segmentation, Types of Segmentation, **Consumer Behaviour - Personal and Organisational**, Introduction, Consumer Behaviour, Social Factors, Psychological Factors, Personal Factors, Demographic Factors, Situational Factors, Involvement Level, Consumer Decision-making Process, Organisational Consumer.

UNIT III

Product Concepts, Introduction, Concept of Product, Product Classification, Product Line and Product Mix, **Branding, Packaging and Labelling**, Introduction, Concepts of Branding, Brand Identity, Brand Equity, Brand Image, Types of Brand, Brand Name Selection, Branding Strategies, Factors Influencing Branding Strategies, Competitive Situation, Company Resources, Brand Building, Packaging, Labelling, **New Product Development and Adoption Process**, Introduction, Developing New Products, Organising for New Product Development, Commercialisation, New Product Adoption Process, Time Factor and Diffusion Process, **Product Life Cycle**, Introduction, Product Life Cycle-Shapes, Whether to be a Pioneer or Follower?, Introduction Stage, Growth Stage, Maturity Stage, Decline Stage, Implications and Limitations of Product Life Cycle Concept.

UNIT IV

Developing Pricing Strategies and Pricing Methods, Introduction, Pricing Concept, Pricing Objectives, Factors Affecting Pricing Decisions, Price Setting Procedure, **Managing Marketing Channel and Physical Distribution**, Introduction, Marketing Channels, Factors Affecting Selection of Marketing Channel System, Intensity of Distribution, Channel Terms and Conditions, Vertical, Horizontal and Multichannel Marketing Systems, Channel Conflicts and Cooperation, Physical Distribution, Transportation, Sales Promotion, Sales Promotion Planning Guidelines.

UNIT V

Managing Marketing Communication, Introduction, Marketing Communications, Communications Objectives (Marketing Communication Models), Communications Media, Budget Allocation, Marketing Communications Mix, Selection of Promotional Mix, Integrated Marketing Communications, **Changing Trends in Marketing Mix**, Introduction, Relationship Marketing, Service aspects of consumer products, Loyalty and Customer Value Management, Sharing knowledge through BP's Virtual Team Network, Retailers and Systematic Relationships, Relationship Marketing in Organizational Markets: From Competition to Cooperation, **E-marketing**, Introduction, Fundamental Concept of Web Marketing, Role of Internet in a Marketing Setting, Developing an Internet Marketing Strategy, Current Challenges and Future Prospects for E-marketing.

REFRENCE BOOKS

1. Marketing Management: Kotler, Philip, Prentice Hall
2. Marketing Management: Subhash c. Jain, Cengage
3. Marketing Management: Ramaswamy&Namakumari, McMillan
4. Principles of Marketing: Kurtz &boone, Cengage
5. Principles of Marketing:Kotler& Armstrong, Prentice Hall
6. Marketing Management;Kotler&Koshy, Prentice Hall
7. Marketing Management:Biplab S. Bose, Himalaya



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Second Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM6, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : PRODUCTION & OPERATION MANAGEMENT

UNIT I

Introduction, Production Management Function, Objectives of Production Management, Scope of Production Management, Decision-making in Production Management, Production Organization, Historical Evolution of Production/Operations Management.

UNIT II

Design and Control of Production Systems, Introduction, Technology Life Cycle (TLC) and Product Design, Categories of Process Technologies, Impact of Design Engineering on Technology, Impact of Computers on Process Innovation, **Production Life Cycle and Design**, Introduction, Product Design, Product Specification, Modular Design and Standardization, Definitions, Product Life Cycle, **Product Planning and Development**, Introduction, Product Development, Research and Development.

UNIT III

Plant Location, Introduction, Facilities Location Defined, Significance of Plant Location, Objective of Location Strategy, Types of Facilities, Site Selection – Where to Locate?, Site Evaluation Processes, Critical Factors in Location Analysis, Location Analysis Techniques, **Plant Layout**, Introduction, Facility Layout/Plant Layout Defined, Objectives of Plant Layout, Effects of Layout on Cost, Advantages of Good Plant Layout, Factors Influencing Plant Layout, Symptoms of a Bad Layout, Evaluation of Alternative Layouts, Symptoms of a Bad Layout.

UNIT IV

Materials Handling, Introduction, Definition, Functions of Materials Handling, Importance/Significance of Materials Handling, Types of Materials Handling Equipment, Relation between Plant Layout and Materials Handling, **Materials Management**, Introduction, Management of Material Resources, Functions of Materials Management, “Planning and Control” Function, **Inventory Control**, Introduction, Inventory Defined, Perpetual Inventory System, Economic Order Quantity.

UNIT V

Demand Forecasting, Introduction, Need for Forecasting, Forecasts and Predictions, Levels of Forecasting, Selecting the Appropriate Method of Forecasting, **Production Planning**, Introduction, Characteristics of Production Planning, Objectives of Production Planning, Planning and Manufacturing Systems, Factors Determining an Efficient Production Planning System, **Production Control and Scheduling**, Introduction, Production Control, Objectives of Production Control, Advantages of Production Control, Requirements of Production Control System.

REFERENCE BOOKS

1. Adam, E E& Ebert, RJ. Production & Operation Management, New Delhi , PHI.
2. Amrine Harold T. etc. Manufacturing Organization and management. Englewood Cliffs, New Jersey, PHI Inc.
3. Buffa, E.S. Modern Production Management, John Wiley (New York.)
4. Dobler, Donald. W & Lee Lamar Purchasing & Materials Management, New York, McGrawHill.
5. Mayor R, Production and Operation management,
6. Telsong, Industrial & Production Management,



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Second Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM7, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : RESEARCH METHODOLOGY

UNIT I

Fundamentals of Research, Introduction, Scope and Significance of Research, Types of Research, **Research Process**, Introduction, Research Process, Research Process/Plan, Steps involved in Preparing Market Research Plan or Designing a Research, What are the Criteria or Characteristics of a Good Research?, **Scientific Method in Research**, Introduction, Process

and Logic in Scientific Research, Characteristics of Scientific Method, Why MR cannot be considered Scientific?, Distinction between Scientific and Unscientific Method.

UNIT II

Problems In Research, Introduction, Identifying Research Problem, Sources for Problem Identification, Self Questioning by Researcher while Defining the Problem, Concepts, Constructs, Theoretical Framework, Objectivity in Research, **Hypothesis**, Introduction, Meaning of Hypothesis, Formulation of Research Design, Types, Exploratory Research Methods, Conclusive Research, **Causal Research**, Introduction, Causal Research or Experimental Research, Types of Extraneous Variables, Concomitant Variable, Systematic Approach to Solve a Research Problem, Experimental Designs.

UNIT III

Concept of Measurement, Introduction, Features of a Good Design, Meaning of Measurement, Errors in Measurement, Techniques of Measurement, Sample Questionnaire Items for Attitude Measurement, **Scaling Techniques**, Introduction, Types of Scale, Scale Construction Techniques, Sampling Design, Introduction, Meaning and Concepts of Sample, Steps in Sampling, Criteria for Good Sample, Types of Sample Design, Distinction between Probability Sample and Non-probability Sample.

UNIT IV

Data Collection, Introduction, Types of Data-Sources, Miscellaneous Secondary Data, Tools for Data Collection, Designing the Questionnaire, Questionnaire Designing, Mail Questionnaire, Sample Questionnaires, **Pilot Study**, Introduction, Case Study, Data Processing, Data Analysis, **Test of Significance**, Introduction, Assumptions about Parametric and Non-parametric Test, Parametric Tests, F Test, SPSS and its Applications.

UNIT V

Interpretation, Introduction, Meaning, Techniques of Interpretation, Interpretation of Regression Equation, **Report Writing**, Introduction, Significance of Report Writing, Steps in Report Writing, Layout of Report, Types of Reports, Executive Summary, Mechanics of Writing Reports, Precautions for Writing Report, Norms for using Tables, Charts and Diagrams, Graphs, Norms for Using Index and Bibliography. **Oral Presentation**, Introduction, Nature of an Oral Presentation, Guidelines, Checklist for Oral Presentation.

REFERENCE BOOKS

1. C.R.Kothari: Research Methodology, Vikas Publications
2. Cooper and Schindler: Business Research Methods, TMH
3. RajendraNargundkar : Marketing Research



Dr. C.V. RAMAN UNIVERSITY
Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Second Semester

PROGRAMME: PGDBM

THEO. MAX. M: 70 MIN. M: 28

COURSE CODE: 2PGDBM8, CREDIT:-2

ASSIG. MAX.M: 30 MIN. M: 12

COURSE : INTERNATIONAL BUSINESS

Globalization, Introduction, Meaning and Definition, Globalization Process, **GATT/WTO**, Introduction, History of WTO, World Trade Organization, Agreements, Criticism of WTO, **International Trade**, Introduction, Reasons for Phenomenon International Growth, Modes of International Business, External Influence on International Business, **WTO and Intellectual Property Rights**, Introduction, Trade-related Aspects of Intellectual Property Rights (TRIPS) Agreement, The Indian Designs Act, WTO and Dispute Settlements, EXIM Policy.

UNIT II

Highlights of Foreign Trade Policy, Introduction, Legal Framework, Special Focus Initiatives, Board of Trade, General Provisions Regarding Imports and Exports, Special Economic Zones, Free Trade and Warehousing Zones, Deemed Exports, **Changes in the Global Economy and Economic Reforms**, Introduction, Changes in Global Economy and Economic Reforms, Ethics and Regulations, Nature of Economic Transformation, Globalization and Internal Reform Process, **Foreign Direct Investment**, Introduction, Foreign Direct Investment in the World Economy, The Form of FDI, Implications of FDI for Business, FDI in India.

UNIT III

Global Monetary System, Introduction, Evolution of the International Monetary System, European Monetary Union, Exchange Rate Mechanisms, **Foreign Exchange Market**, Introduction, Structure of the FOREX Market, Economic Theories of Exchange Rate Determination, **Exchange Risk Management and FEMA**, Introduction, Classification of Currency Exposure, Management of Exchange Risk, Exchange Rate Forecasting, Foreign Exchange Management Act (FEMA), **International Market Entry Strategies**, Introduction to Basic Entry Decisions, Entry Modes, Core Competencies and Entry Mode, Establishing a Wholly Owned Subsidiary, Strategic Alliances and Joint Ventures with Foreign Partners.

UNIT IV

International Marketing - Introduction, Problems in International Marketing, International Orientations, The Global Market Place, The Triad Market, Global Market Segmentation, **Product and Pricing Strategies in International Marketing**, Introduction, Pricing Strategy, Configuring the Marketing Mix, New product Development, Product Strategy, **International Distribution**, International Channel System, Channel(s) for the Distribution, Marketing Environment and Internal Distribution, **International Promotion and On-line Marketing**, Introduction, Marketing Environment and Promotion Strategies, Major Decisions in International Marketing Communication, Communication Mix, Problems in International Marketing Communication.

UNIT V

Global Human Resources Management, Introduction, Strategic Role of International HRM, Staffing Policy, Training and Management Development, Performance Appraisal, Compensation, International Labour Relations, **Outsourcing Challenges**, Introduction, IT-Enabled Services, Business Process Outsourcing (BPO), **Export-Import Policy Guidelines**, Introduction, Trade Regulations Governing Imports, Trade Regulations Governing Exports, Government Assistance in Exporting, Exim Bank, Export Credit Risk Insurance, Foreign Exchange Dealer's Association of India (FEDAI).

REFERENCE BOOKS

1. Daniels, J.D. and H. LEE Radesbaugh, International Business-Environment and Operations (New Delhi; Pearson Education).
2. Hill, Charles W.L., International Business-competency in the Global Marketplace (New Delhi: Tata McGraw Hill).
3. Sundaram, Anant K and Steward J. Black, The International Business Environment: Text and Cases (New Delhi: Prentice Hall of India)
4. Sharan, V., International Business: Concept, Environment and Strategy (New Delhi; Pearson Education).
5. Beth V. Yarbrough and Robert H. Yarbrough, The World Economy – Trade and Finance Thomson Learning Singapore.

COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self study	Practical	Assignments
Semester I								
1	1PGDB M1	Management Process and Organizational Behavior	2	60	8	34	-	18
2	1PGDB M2	Quantitative Method	2	60	8	34	-	18
3	1PGDB M3	Managerial Economics	2	60	8	34	-	18
4	1PGDB M4	Environment Analysis and Management	2	60	8	34	-	18
5	1PGDB M5	Managerial Skill Development	2	60	8	34	-	18
6	1PGDB M6	Accounting for Managers	2	60	8	34	-	18
7	1PGDB M7	Computer Application for Managers	2	60	8	22	12	18
8	1PGDB M8	Business ethics & CSR	2	60	8	34	-	18
Semester II								
1	2PGDB M1	Business policy and Strategic analysis	2	60	8	34		18
2	2PGDB M2	Management science	2	60	8	34		18

3	2PGDB M3	Human Resource Management	2	60	8	34		18
4	2PGDB M4	Financial Management	2	60	8	34		18
5	2PGDB M5	Marketing Management	2	60	8	34		18
6	2PGDB M6	Production & operation Management	2	60	8	34		18
7	2PGDB M7	Research Methodology	2	60	8	34		18
8	2PGDB M8	International Business	2	60	8	34		18

STUDY MODULES AND BOOKS INFORMATION

COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Books/Module to be used					
Semester I								
1	1PGDBM 1	Management Process and Organizational Behavior	CVRU Module					
2	1PGDBM 2	Quantitative Method	CVRU Module					
3	1PGDBM 3	Managerial Economics	CVRU Module					
4	1PGDBM 4	Environment Analysis and Management	CVRU Module					
5	1PGDBM 5	Managerial Skill Development	CVRU Module					
6	1PGDBM 6	Accounting for Managers	CVRU Module					
7	1PGDBM 7	Computer Application for Managers	CVRU Module					
8	1PGDBM 8	Business ethics & CSR	CVRU Module					
Semester II								
1	2PGDBM 1	Business policy and Strategic analysis	CVRU Module					
2	2PGDBM 2	Management science	CVRU Module					
3	2PGDBM 3	Human Resource Management	CVRU Module					
4	2PGDBM 4	Financial Management	CVRU Module					
5	2PGDBM 5	Marketing Management	CVRU Module					
6	2PGDBM 6	Production & operation Management	CVRU Module					
7	2PGDBM 7	Research Methodology	CVRU Module					
8	2PGDBM 8	International Business	CVRU Module					

Date Schedule & Instructions for Submitting Assignments

DUE DATE OF SUBMISSION OF ALL ASSIGNMENTS AT THE STUDY CENTRE		
Semester	Assignment No.	Due Date
First Semester	1PGDBM1 1PGDBM2 1PGDBM3 1PGDBM4 1PGDBM5 1PGDBM6 1PGDBM7 1PGDBM8	<ul style="list-style-type: none">• April 30 (for January Session)• October 31 (for July session)
Second Semester	2PGDBM1 2PGDBM2 2PGDBM3 2PGDBM4 2PGDBM5 2PGDBM6 2PGDBM7 2PGDBM8	<ul style="list-style-type: none">• April 30 (for July Session)• October 31 (for January session)

Note: Assignments of the course are available for download at the CVRU Website <http://www.cvru.ac.in> . You can download the assignments as per your course, follow the instructions given and submit it before due dates at the study centre.