

# **PROGRAMME GUIDE**

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## **POST GRADUATION DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)**

- \*Scheme of Examination
- \*Detailed Structure of Syllabus



**DR. C.V. RAMAN UNIVERSITY**  
KARGI ROAD, KOTA, BILASPUR, CHATTISGARH (C.G.)  
PHONE: 07753-253737, Fax: 07753-253728  
Website: [www.cvru.ac](http://www.cvru.ac)

w.e.f. July 2020

## POST GRADUATION DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

Duration: 12 Months (1 Year)

Eligibility: Graduate in Any Discipline

### COURSE STRUCTURE OF PGDBM I<sup>st</sup> SEMESTER

COURSE STRUCTURE OF PGDBM I <sup>st</sup> SEMESTER													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
4MPGDBM101	Core Course	Management Process and Organizational Behaviour	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM102	Core Course	Quantitative Method	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM103	Core Course	Managerial Economics	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM104	Core Course	Environment Analysis and Management	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM105	Core Course	Managerial Skill Development	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM106	Core Course	Accounting for Managers	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM107	Core Course	Computer Application for Managers	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM108	Core Course	Business ethics & CSR	100	50	17	20	08	30	12	3	1	-	4
Practical Group				Term End Practical Exam			Sectional						
4MPGDBM107	Practical	Computer Application for Managers	50	25	8	-	-	25	8	-	-	2	2
Grand Total			850							24	8	2	34

Minimum Passing Marks are equivalent to Grade D

Practical

Major- Term End Theory Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P-

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## POST GRADUATION DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

Duration: 12 Months (1 Year)

Eligibility: Graduate in Any Discipline

COURSE STRUCTURE OF PGDBM II <sup>nd</sup> SEMESTER													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
4MPGDBM201	Core Course	Business policy and Strategic analysis	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM202	Core Course	Management science	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM203	Core Course	Human Resource Management	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM204	Core Course	Financial Management	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM205	Core Course	Marketing Management	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM206	Core Course	Production & operation Management	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM207	Core Course	Research Methodology	100	50	17	20	08	30	12	3	1	-	4
4MPGDBM208	Core Course	International Business	100	50	17	20	08	30	12	3	1	-	4
Skill Course								Sectional					
***	Skill Enhancement	Skill Enhancement Elective Course-1	50	-	-	-	-	50	20	1	-	1	2
	Grand Total		850				25	8	1	34			

Minimum Passing Marks are equivalent to Grade D  
Practical

L- Lectures T- Tutorials P-

Major- Term End Theory Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective I – Any other course being offered in this semester as per the list given at the end of course structure.

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## SKILL ENHANCEMENT ELECTIVE COURSES

<b>Non-Technical</b>			
<b>Elective No.</b>	<b>Department/ Faculty Name</b>		
	<b>Faculty of Information Technology</b>		
I	SCIT 201	Data Entry Operation	2(1+0+1)
II	SCIT 301	Multimedia	2(1+0+1)
III	SCIT 501	Web Designing with HTML	2(1+0+1)
IV	SCMIT 201	Web Development	2(1+0+1)
V	SCMIT 301	LINUX	2(1+0+1)
	<b>Faculty of Management</b>		
I	SMGT 201	Briefing and Presentation Skills	2(1+0+1)
II	SMGT 301	Resolving Conflicts and Negotiation Skills	2(1+0+1)
III	SMGT 802	Entrepreneurship Development	2(1+0+1)
	<b>Faculty of Commerce</b>		
I	SCOM 201	Tally ERP 9	2(1+0+1)
II	SCOM 302	Multimedia	2(1+0+1)
III	SCOM 803	Data Analyst	2(1+0+1)
	<b>Faculty of Humanities</b>		
I	SHBA 301	Pursuing Happiness	2(1+0+1)
II	SHBA302	Communication Skill and Personality Development	2(1+0+1)
III	SHMA301	Tourism in M.P	2(1+0+1)
	<b>Faculty of Science</b>		
I	SSBI 301	Mushroom Cultivation	2(1+0+1)
II	SSPH 301	House Hold Wiring	2(1+0+1)
III	SSPH 301	Basic Instrumentation	2(1+0+1)
IV	SSPH 301	DTP Operator	2(1+0+1)
V	SSCH 301	Graphic Designing	2(1+0+1)
	<b>Faculty of Education</b>		
I	SCBE 403	Understanding of ICTC (Information Communication Technology)	2(1+0+1)
II	SCPE 201	Yoga Education	2(1+0+1)

*Vivek Singh*

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Kota, Udaipur (G.O.)

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### OBJECTIVES OF PROGRAMME

- To impart knowledge of the fundamental of Management theories and its application in problem solving.
- To select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop capabilities in students to independently conduct theoretical as well as applied research.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- Students will have innovative skills and drive the businesses through multifaceted skills.
- To produce industry ready graduates having highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.


### PROGRAMME OUTCOME

On successfully completing the program the student will be able to:

- For a management graduates, opportunities are not only limited to managerial jobs in public & private companies; students are groomed to become entrepreneurs.
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources
- Research literature and identify and analyze management research problems.
- Identify business opportunities, design and implement innovations in work space.
- Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to management practice.
- Apply ethical principles and make ethical choices.
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Communication Skill will be enhanced to effectively communicate with all stakeholders of his/her role as a manager.
- Engage in independent and life-long learning process.

### SPECIFIC PROGRAMME OUTCOME OF MBA

- Students will be provided with advance concepts and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.
- To provide entrepreneurial skill so that job opportunities can be generated.
- Utilize qualitative and quantitative methods to investigate and solve critical business problems.
- Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, human resource, etc.) to solve business problems
- Evaluate and integrate ethical considerations when making business decisions.
- Incorporate diversity and multicultural perspectives when making business decisions.



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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR**

**Course Code: 4MPGDBM101**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The objective of this subject is to develop a basic understanding about the management concepts as well as of behavior of employees/human in various managerial processes in organisation.

Unit	Unit wise course contents	Methodology Adopted
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.	Usage of ICT like PPT, Video Lectures, Black board.
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.	Usage of ICT like PPT, Video Lectures, Black board.
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, Individual Decision Making and Problem Solving: Importance, Types & Models of decision-making, Dynamics of Decision-making.	Usage of ICT like PPT, Video Lectures, Black board.
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 Behavior, Interpersonal Skills, Transactional Analysis, Johari Window, Nature of Groups, Reasons for Group Formation.	Usage of ICT like PPT, Video Lectures, Black board.
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. Organizational Conflicts and its Dimensions, Introduction, The Conflict Process, Sources of Conflict, Types, Symptoms & Causes of Conflict.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject student will get familiarize with the fundamentals of management concepts and Problem –Solving and Decision-Making skills Working Leadership Skills.

### TEXT BOOKS

- Gupta, Sashi K (2015) Organizational Behaviour, Kalyani publishers
- Organization and Management by R.D. Agarwal New Delhi Tata Mc Graw Hill Education
- Management and Organizational Behaviour by Jayantee Saha
- Management Process & Organizational Behaviour by Agarwal New Delhi Vrinda Publication
- Organization and Management by R.D. Agarwal New Delhi Tata Mc Graw Hill Publishing
- Management Concept and Organisational Behaviour (H) by P.K. Shah & B.D. Tated Agra Sahitya Bhawan
- Management Process & Organisational Behaviour by P.K. Agarwal New Delhi Vrinda Publication
- Management : Principle & Practices by M.U. Quresh New Delhi : Anmol ,





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- Management Concepts & Practices by M. Prasad Mumbai: Himalaya Publishing House,
- Management Concepts & Strategies by J.S. Chandan Noida : Vikas ,
- Management Principles & Practice by P. Diwan
- Management Principles and analysis by Hemant Rawat New Delhi Lakshay Publication
- Management Thoery & Practice by J.S. Chandan Noida : Vikas ,
- Management: Theory and Practice Text and Cases by P. Subba Rao & Venkatram Tej Kumar Mumbai Himalaya Publishing House

### REFERENCE BOOKS

- Fundamentals of Management: Stephen P. Robbins, Pearson
- Luthans, Fred. (2017), Organizational Behaviour, McGraw Hill Publications
- Robbins, S.P., Judge, T.A., and Sanghi, S. (2017), Organizational Behaviour. Pearson
- Hill, Charles W.L. and McShane, Steven. (2016), Principles of Management. McGraw Hill Publications
- Essentials of Management : An International Perspection by H. Koonts New Delhi Tata Mc Graw Hill Education
- Management by Stephen P. Robbins & Mary Coulter & Neharika Vohra New Delhi Pearson Education
- Management by James AF , Stoner New Delhi : Pearson ,
- Govindrajan, M., Natarajan, S. (2007). Principles of Management. Prentice Hall of India Pvt. Ltd. 4<sup>th</sup> Ed.

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Administrative Services Manager, Branch manager, Customer service Manager	Action Planning skill will be developed Able to solve the problem	No poverty, No Hunger, Quality Education, Decent work and Economic Growth, Sustainable Cities and Communities, and Responsible Consumption and production	Service consultancy

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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: QUANTITATIVE METHODS**

**Course Code: 4MPGDBM102**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE: The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.**

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Overview of Mathematical basis of Managerial Decision: The Manager and Statistician: Functions of A.P. & G.P., Matrices and their Managerial Applications, Problems & Case.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Scope Importance and limitation of statistics, Uses of Data in Decision Making, Data Collection Methods, Data Presentation Methods, and Summary Measures for Data Description, Populations and Samples. Frequency Distributions and their Analysis	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Measures of Central Tendency - Meaning, definition, mean, weighted mean, median, mode, geometric mean, Harmonic mean, relationship formulas. Problems & Case, Measures of Dispersion - Meaning, Definition, Range, Quartile deviation, Mean deviation, Standard deviation, Coefficient of Variation. Problems & Case	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Correlation and Regression Analysis (Linear), Index Numbers, Time Series Analysis and Problems & Case.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Basic Probability Concepts: Theory and Distribution-Binomial, poisson, normal and Exponential, Problems & Case	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME: After learning this subject student will gain the knowledge and develop the analytical skill with respect to the usage of statistical methods in management decisions.**

### TEXT BOOKS

- Linear Programming and Decision Making/Narag, AS/1995 Sultan Chand, New Delhi
- Gupta, S. P. and Gupta, M.P, (1997), Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
- Shukla, S.M. and Sahai, S.P. – Business Statistics. SahityaBhavan Publication.
- Bhardwaj, R.S, Mathematics for Economics and Business.
- Quantitative Methods for Management & Economics by P. Chakraborty Mumbai: Himalaya Publishing House,
- Quantitative Methods by D.R. Agarwal New Delhi Vrinda Publication
- Quantitative Techniques by C.R. Kothari Noida : Vikas ,
- Quantitative Techniques by C. Satyadevi New Delhi S. Chand Group
- Quantitative Techniques for Management by N.P. Agarwal & Sonia Agarwal New Delhi: R.B.D. Publications ,

### REFERENCE BOOKS

- Fundamentals of Operations Research/Sharma JK/2001 Macmillian, New Delhi
- Quantitative techniques in Management/Vohra, N.D., Tata McGrawHill, New Delhi
- Mathematics for Management/ Ragavachari, M. Tata McGrawHill, New Delhi
- Terry, Sineich, Business Statistics by Examples, Collier McMillan Publisher.
- Levin Richard I. & Rubin, David S, Statistics for Management, Prentice Hall Of India, New Delhi.
- Beri, G. (2015), Business Statistics, McGraw Hill Publications, 3rd Edition
- Vohra, N.D. (2016), Business Statistics, McGraw Hill Publications,

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Statistician, Assistant to researcher and consultant	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goal	Data Analyst

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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: MANAGERIAL ECONOMICS**

**Course Code: 4MPGDBM103**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment.

Unit	Unit wise course contents	Methodology Adopted
<b>Unit – I</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – II</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – III</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – IV</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit - V</b>	Macroeconomics meaning and nature, Trade cycle, economic forecasting for business, Concept of GNP, GDP, Gross Domestic Savings, Inflation-Unemployment, money, foreign exchange market, Balance of payments, Concept of National Income, Introduction to monetary policy and fiscal policy, Case Study,	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject, student become familiar with the concepts and tools of Economics as applicable to decisions making in the business organization, and support societal growth by origination of different entrepreneurship and job opportunities.

### TEXT BOOKS

- Managerial Economics (H) by M.L. Sharma & B.K. Kejriwal & Anupam Agrawal Agra Sahitya Bhawan
- Managerial Economics by Manoj Kumar Mishra New Delhi: Vayu Education of India ,
- Managerial Economics by M.L. Jhingan
- Ahuja, H. L. (2015), Managerial Economics, S. Chand Publications, 8th Revised Edition

### REFERENCE BOOKS

- Hirschey, Mark (2016), Managerial Economics, Cenage Publication, 12th Edition.
- Geetika, Ghosh, Piyali and Choudhury, Purba Roy. (2017), Managerial Economics, McGraw Hill Publications, 3rd Edition.
- Baumol W.J. Economic Theory and Operation Analysis, New Delhi, Prentice Hall Inc.
- Chopra O.P., Managerial Economics, New Delhi, Tata McGraw Hill.

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Economic Journalism, Assistant to researcher and consultant	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals	Economic analyst, Resource allocator,

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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: ENVIRONMENT ANALYSIS & MANAGEMENT**

**Course Code: 4MPGDBM104**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The subject aims to educate the student with the different environmental factors which effect business. This subject aims to develop ability to understand and scan business environment in order to analyse the opportunities and take decisions under the uncertainty.

Unit	Unit wise course contents	Methodology Adopted
<b>Unit – I</b>	Business Environment: nature, significance and scope, and its relevance in Management decision making, The Interaction Matrix of different Environmental Factors, The process of Environmental Scanning, Basic philosophies of capitalism and socialism with their variants.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – II</b>	The Politico- Legal Environment: The relationship between business and government in India, the constitutional provisions affecting business, an introduction to some important business laws like MRTP, Industrial (development and regulation) Act 1951, FEMA, Consumer Protection Act, changing dimension of these laws and their impact on business. Case Study	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – III</b>	International Business- Overview, International Trade Theories, Barriers of Trade; MNC in India, Foreign collaboration, joint venture; Case Study	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – IV</b>	International Business Policy- EXIM Policy, Globalization, Liberalization, FDI, Foreign Exchange Rate Mechanism, WTO and its implication on Indian Business, Case Study.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – V</b>	Industrial Ecology and Recycling Industry, Environmental Management System: EMS Standards, ISO 14000, Environmental Accounting and Auditing, Clearance/Permissions for establishing industry, Industrial pollution: Green funding, Deforestation and its impact, Soil and Water conservation, Solid waste management, Case Study	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly.

### TEXT BOOKS

- K.Chidambaram : Vikas Publication
- K. Ashwathappa : Himalya Publication House
- Jain. Jinendrakumar : Hindi Grath academy
- V. Neelumegran : S.Chand
- Cherumilam, F. (2010), Business Environment Text & Cases, Himalaya Publishing House, 2010.
- Ghosh, B. N. (2017), Business Environment, S. Chand Publications, 1st edition
- Dhar , Durga Nath Environmental Science & Ethics by Durga Nath Dhar
- Suresh Gouri Environmental Studies and Ethics by Gouri Suresh
- Tripathy S.N. , Fundamentals of Environmental Studies by S.N. Tripathy & Sunakar Panda
- Sharma Chandar K. Introduction to Environmental Studies by Chandar K. Sharma
- Pandey G N Environmental Management by G N Pandey
- Bal Anand S. An Introduction to Environmental Management by Anand S. Bal
- Mittal, V. (2011), Business Environment. Excel Books, 2nd Edition, 2011.
- Neelamegam , V. Business Environment (W/CD) by V. Neelamegam
- Chidambaram , K. Business Environment by K. Chidambaram

### REFERENCE BOOKS

- Fernando, A.C. (2011), Business Environment, Pearson Publications,
- Paul, Justin, (2018), Business Environment. McGraw Hill Publications, 4th Edition

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Environmental Consultant, Recycling Officer, Sustainability Consultant	Decision Making Skills, Action planning, Action Planning	No Poverty, No Hunger, Quality Education, Clean Water and Sanitation, Industry Innovation and Infrastructure, and Sustainable Cities and Communities	Sustainability Consultancy, Environment Consultancy

  
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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: MANAGERIAL SKILL DEVELOPMENT**

**Course Code: 4MPGDBM105**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The objective of the subject is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Business communication: nature and importance, channels and media of communication, effectiveness of communication; process of communication barriers	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Written communication: Introduction to communication and writing business reports; business letters; memorandum and minutes; Job application and C.V. writing.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Presentation skills: preparing an outline, , using visual aids, sizing up the audience, delivery, body language, handling the audience, Presenting seminars, mock presentation followed by discussion, Team presentations: basics, coordination, strategies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Group discussions: mock group discussions, followed by evaluation and Comments, Meetings and conferences: planning, leading, strategic issues, minutes, web conferencing, practice in meetings, Interviews: principles, preparation, success factors, types of questions, on-site interview, mock interviews	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Corporate communication: strategies, cross-cultural communication, press releases, language of advertisements, writing proposals, crisis communication, Ethics in business communication: values, ethics and communication, ethical dilemmas facing managers, internet and advertising ethics	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications.

### TEXT BOOKS

- Business Communication : K.K Sinha (Galgotia Publishing Company New Delhi.)
- Communication : C.S Rayudu (Himalaya Publishing House Mumbai)
- Madhukar, R. K. (2010), Business Communication. Vikas Publishing House Pvt Ltd, 2nd Edition, 2010

### REFERENCE BOOKS

- Inch, Edward S. (2017), Critical Thinking and Communication. Pearson Publication
- Raman, Meenakshi and Singh, Prakash (2012), Business Communication. S. Chand Publishing House, 2nd Edition
- Murphy, A. Herta., Hildebrandt, Herbert. W. (2017), Effective Business Communication, McGraw Hill Publications, 7th Edition

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Work as Communicator in companies , Company Secretary and Personal Assistant to Top Management	Communication Skill, Leadership skill, Strategic thinking and planning abilities	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals	Own business of computer typing and woks, Career counseling service, Language Coaching Classes

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## Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: ACCOUNTING FOR MANAGERS**

**Course Code: 4MPGDBM106**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The objectives of the subject is to give exposure to the students, about accounting principles, techniques and their application in the business decision making process.

Unit	Unit wise course contents	Methodology Adopted
<b>Unit – I</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – II</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – III</b>	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, Fund Flow Statement, Meaning & Objectives of Fund Flow Statement, Analysis, Steps, 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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – IV</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit - V</b>	Management Applications, Definition & Importance of Marginal Costing, Cost-Volume-Profit (CVP) Analysis, Break-even Analysis, Application of Cost Volume Profit Analysis.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective utilization and maintenance of funds for the betterment of society.

### TEXT BOOKS

- Cost and Mgmt. Accounting by Jain and Khandelwal : Ramesh book depo
- Fundamental of Accounting Sharma & Jain
- A Text Book of Accounting for Management: S.N. Maheshwar, Vikas Publishing
- Accounting for Managers by Anand K. Sharma, New Delhi: Anmol Publication.
- Accounting for Management by N.P. Srinivasan, New Delhi S. Chand Group.
- Accounting for Managers by Mohammed Arif Pasha, New Delhi Vrinda Publication.
- Accounting for Managers by J. Medegowda, Mumbai Himalaya Publishing House.
- Accounting for Management by N.P. Srinivasan & M. Sakthivel Murugan, New Delhi S. Chand Group
- Agrawal, M.L and Gupta, K.L. Cost Accounting, Sahitya Bhawan Publication.
- Gupta, K.L. Management Accounting, Sahitya Bhawan Publication.
- Accounting for Management by Jawahar Lal Mumbai Himalaya Publishing House
- Accounting for Management Text & Cases by S.K. Bhattacharyya Noida : Vikas ,
- Accounting for Managers by B.K. Mehta Agra SBPB



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### REFERENCE BOOKS

- Accounting Text and Cases: Robert N, Tata McGraw Hill Publication
- Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, , Tata McGraw Hill Publishers, 15th edition, 2011.
- Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 16th edition, 2013.
- Ramchandran, N. and Kakani, Ram Kumar (2016), Financial Accounting for Management. McGraw Hill Publication. 4th Ed.
- Bapat, V. and Raithatha, Mehul (2015), Financial Accounting – A Managerial Perspective. McGraw Hill Publication.
- M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 5th edition, 2009.
- R. Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 4th edition, 2011.
- Accounting Text and Cases by R.N. Anthony New Delhi, Tata Mc Graw Hill Education

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Accountant, Cost accountant, Financial advisor, Auditor	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals	Accounts consultancy, GST & accounts work

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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: COMPUTER APPLICATION FOR MANAGERS**

**Course Code: 4MPGDBM107**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The objective of this subject is to provide an understanding about Computers, operating system and application of relevant software's in managerial decisions making.

Unit	Unit wise course contents	Methodology Adopted
<b>Unit – I</b>	Computer organization: Introduction, components, classification, capabilities characteristics & limitations, Operating systems; Windows, Unix/Linux, storage devices; application of computer in Business, Computer Languages	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – II</b>	Use of MS-Office: Basics of MS-Word, MS-Excel and MS-Power Point; Applications in documentation preparation and making reports; preparation of questionnaires, presentations, tables and graphs	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – III</b>	Computer hardware & Software, Main Memory & Secondary Memory, Internet – Features, Advantages & Disadvantages, Use.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – IV</b>	Introduction to database: Concept, characteristics, objectives, Advantage & limitations, entity, attribute, schema, subschema, SQL and MS-Access Database: Select, insert, create, update and delete commands.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit - V</b>	Application of Computers in Business: E-Commerce (for example e-ticketing, e-billing, e-payments etc.), Accounting and finance, and M-Commerce etc.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject student will become familiar with the fundamentals and working of Computers and Software's so as to use them in Problem solving and decisions making.

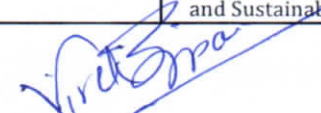
### TEXT BOOKS

- Computer Applications in Management by Niranjana Shrivastava publication dreamtech
- Computer Fundamentals by B.Ram, New Age Int.
- Computer Fundamentals by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2nd Edition
- Windows XP Complete Reference. BPB Publications
- MS Office XP complete BPB publication
- MS Windows XP Home edition complete, BPB Publications
- MS-Office completes Reference TMH Publication.
- Computers Today: Suresh K. Basandra
- Operating System: Achyut S. Godbole
- Computer Fundamentals and Architecture by B.Ram.
- System Analysis and Design by Elias M Awad.
- P C Software for Windows for by R K Taxali. • Computer Applications In Management Paperback – 2008 by A. K. Saini (Author), Pradeep Kumar (Author)
- Computer Fundamentals (English, Paperback, Goel Anita) Handbook of Computer Science & IT Paperback – 2013 by Surbhi Mitra
- Computer Application in management by Abhishek Yadava New Delhi: Global Vision Publication ,
- Computer Applications in Management by Anubha Jain & Deepshikha Bhargava & Divya Arora New Delhi: R.B.D. Publications ,
- Computer Applications in Management by Sanjay Saxena Noida : Vikas,
- Computer Fundamentals (w/cd) : Concepts Systems & Applications by P.K. Sinha New Delhi : BPB Publications ,

### REFERENCE BOOKS

- Balagurusamy, E. (2015), Fundamentals of Computers. McGraw Hill Publishing
- Goel, Anita (2016), Computer Fundamentals. Pearson Education Publishers
- Rajaraman, V. and Adabala, Neeharika (2014), Fundamentals of Computers. PHI Learning

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Chaplain, Marketing Executive, Paralegal, Local Government Officer	Decision Making Skills, Action planning,, Action Planning	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth, Industry Innovation and Infrastructure and Sustainable Cities and Communities	Ethical and Legal Consultancy


  
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**SEMESTER- FIRST SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: BUSINESS ETHICS & CSR**

**Course Code: 4MPGDBM108**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The objective of this subject is to provide an understanding about providing corporate related ethical values, creating awareness about good and bad practices in corporate and corporate social responsibilities.

Unit	Unit wise course contents	Methodology Adopted
<b>Unit – I</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – II</b>	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,	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – III</b>	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, Indian Ethos for Management, Work Ethics, Work Culture, Corporate Culture.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – IV</b>	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	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit - V</b>	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,	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject students will be able to develop ethical abilities when they enter into corporate and refrain from doing any bad practices.

### TEXT BOOKS

- Business Ethics and Ethos by Mehta: Ramesh book depo
- Murthy C.S.V. (2014), Business Ethics- Text & Cases, Himalya Publishing House
- Business Ethics by R.V. Badi & N.V. Badi New Delhi : Vrinda ,
- Business Ethics & Ethos by Anil Mehta & P. Dayal & Preeti Sharma New Delhi: R.B.D. Publication ,
- Business Ethics & Management Values by S.K. Bhatia
- Business Ethics and Indian Value System ( Text & Cases ) by Anand Singh Mumbai Himalaya Publishing House
- Business Ethics and Managerial Values by S.K. Bhatia New Delhi : Deep & Deep Publications ,
- Business Ethics by A.K. Gavai Mumbai Himalaya Publishing House

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### REFERENCE BOOKS

- Kumar, Niraj and Tripathi, Paras (2016), Business Ethics, Himalya Publishing House
- Makkar, Urvashi and Pahuja, Anurag (2016), Corporate Social Responsibility, Bharti Publications.
- Vohra, J.C. (2010), Business Ethics. SBS Publishers & Distributors

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Chaplain, Marketing Executive, Paralegal, Local Government Officer	Decision Making Skills, Action planning,, Action Planning	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth, Industry Innovation and Infrastructure and Sustainable Cities and Communities	Ethical and Legal Consultancy

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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: BUSINESS POLICY & STRATEGIC ANALYSIS**

**Course Code: 4MPGDBM201**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Military origins of strategy – Evolution - Concept and Characteristics of strategic management –Defining strategy – Mintzerbg's 5Ps of strategy – Strategic Management Process, Strategy Formulation: Vision, mission, purpose, objectives and goals..	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Strategic analysis: Analyzing Company's Resources and Competitive Position: Core Competence –Distinctive competitiveness, Analyzing Company's External Environment: Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS), Industry Analysis - Porter's Five Forces Model of competition	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Corporate Portfolio Analysis: Business Portfolio Analysis - BCG Matrix – GE 9 Cell Model - Concept of Stretch, Leverage and fit, Generic Competitive Strategies: Low cost, Differentiation, Focus, Grand Strategies: Stability, Growth, Retrenchment, Outsourcing Strategies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Tailoring strategy to fit specific industry – Life Cycle Analysis, New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment – E-Commerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in E-Commerce – Virtual Value Chain Analysis	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Strategy implementation - Project implementation – Procedural implementation – Resource Allocation, Behavioural issues in implementation – Corporate culture – Mc Kinsey's 7s Framework, Functional issues – Functional plans and policies, Strategy Evaluation – Operations Control and Strategic Control– Balanced Scorecard	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After learning this subject students will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organisations.

### TEXT BOOKS

- Business Policy by Azahar Kazmi: Sahitya Bhavan
- Strategic Management by Griesh Panalal : Vikas Publication
- Business Policy & Strategic Management by Aurnob Roy New Delhi Vrinda Publication
- Business Policy and Strategic Management by Sukul Lomash & P K Mishra Noida Vikas Publication House

### REFERENCE BOOKS

- Rao, V.S.P & Krishna, V. H. (2009), Strategic Management, Excel Books, 5th Edition, 2009.
- Kim Warren, "Strategic Management Dynamics' John Wiley Publication, 2007
- Wheelen L. Thomos and Hunger J. David (2010), Concepts in Strategic Management and Business Policy, PHI publications, New Delhi.

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Strategic Analyst, Business Policy Maker	Decision making Skills, Problem-Solving Skills, Time Management and Commercial awareness.	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth, Industry Innovation	Business Planner

*[Handwritten signatures and stamps]*

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Kargi Road, Kota, Bilaspur (C.G.)

**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: MANAGEMENT SCIENCE**

**Course Code: 4MPGDBM202**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The basic aim of this course is to impart knowledge of basic statistical tools & techniques and operations research with emphasis on their application in Business decision process and Management.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	The Nature of Management Science, Meaning and scope, Decision Making, Linear Programming Problem: Meaning of Linear programming, General Mathematical formulation of LPP, feasible and optimal solutions, Graphical Analysis, Simplex Method, Advantage and limitations of LPP, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization using Modified Distribution Method, Assignment Problem: Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method, Traveling Salesman Problem. Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Waiting Line Models: Introduction, Basic queuing process, basic structure of queuing models, Scope in Management Decisions, Sequencing Model:- Introduction, Concept & methodology, Processing n-jobs two machines, processing jobs through three machines, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Network analysis : Shortest route problem, network & time estimation, project planning & control using Critical Path Method (CPM) and Programme Evolution & Review technique (PERT). Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Game Theory:-Zero sum game, pure and mix strategies, Inventory Management: Techniques and Models Case Study..	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOMES:** After learning this subject students will get the knowledge about various statistical and operations tools used for decision making in business.

### TEXT BOOKS

- Narag A S, Linear Programming and Decision Making, New Delhi, Sultan Chand .
- S.D.Sharma, An Introduction – Fundamentals of Operations Research
- Operational Research by Prem Kumar Gupta
- Operational Research by H.S. Heera
- Management Science by Ramraj Shastri: Himalaya Publications
- Gupta, R.K. (2008), Operation Research. Krishna Prakashan Media (P) Ltd. 23rd Edition, 2008
- KantiSwarup Gupta, P. K. Manmohan, Operations Research, Sultan Chand and Sons Edu, Publishers, New Delhi.
- Gupta, Prem Kumar and Hira, D S Operations Research, New Delhi, S Chand and Co Ltd.
- Management Science by P.G. Ramanujam & B.V.R. Naidu & P.V. Rama Sastry Mumbai Himalaya Publishing House

### REFERENCE BOOKS

- Tata, H A Operations Research- An Introduction, New york, Mc-Miillan.
- Rajagopal, K. (2012), Operations Research. PHI Learning.
- A Handbook of Management Techniques by Michael Arsmtrong New Delhi Kogan Page India Private Limited
- Taha, Hamdy A. (2014), Operations Research – An Introduction. Pearson Education, 9th Edition

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Strategist, Data Analyst	Analytical Capability, Decision Making & Problem Solving Skill	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth	-

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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: HUMAN RESOURCE MANAGEMENT**

**Course Code: 4MPGDBM203**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** After completion of this course, the student shall be able to understand basics of human resource management

Unit	Unit wise course contents	Methodology Adopted
<b>Unit – I</b>	Human Resource Management- Concepts and Perspectives, Nature, Scope, Objectives, 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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – II</b>	Job Analysis and Job Description- Uses and 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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – III</b>	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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit – IV</b>	Job Evaluation and Wage Determination- 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.	Usage of ICT like PPT, Video Lectures, Black board.
<b>Unit - V</b>	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. 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.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** This subject aims at preparing students for various aspects of HRM including HRD, HRP, and Performance Appraisal etc.

### TEXT BOOKS

- Text Book - Human Resource Management, Agrawal & Foujdar, ( Sahitya Bhawan Publication)
- C.B Manorial ( Himalaya Publication House)
- R. C Agarwal (Sahitya Bhawan Publication)
- A.A Ansari ( Quality Publication)
- Rao, V.S.P. (2012), Human Resource Management, Exel Books, 2012
- Human Resource Management by G.S. Sudha New Delhi : R.B.D. Publications ,
- Human Resource Management by R.C. Agarwal Agra SBPB
- Human Resource Management: P. Subba Rao, Himalaya Publication
- Human Resource Management by Iain Henderson Hyderabad University Press
- Human Resource Management by R.V. Badi New Delhi : Vrinda ,
- Human Resource Management by S.S. Khanka New Delhi S. Chand Group
- Human Resource Management by Vikas Arora
- Human Resource Management Pri. & Practice by P. G. Aquians Noida : Vikas ,
- Human Resource Management by Seema Sanghi Noida Vikas Publication House
- Human Resource Management by P. Jyothi & D.N. Venkatesh New Delhi Oxford University
- Human Resource Management by K.K. Choudhuri Mumbai Himalaya Publishing House

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- Mehta, Jogendra (2010), Human Resource management. Aadi Publications

### REFERENCE BOOKS

- Aswathappa, K. (2015), Human Resource Management, Tata McGraw Hill Publication, 2015
- Decenzo, David A., and Robbins, Stephen P. (2011), Human Resource Management. Wiley India Pvt. Ltd, 10th Edition
- Human Resource Management by Biswajeet Pattanay New Delhi : Phi Learning ,
- Human Resource Management by Gary Dessler & Biju Varkkey New Delhi Pearson Education

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
HR Executive, Supervisor	Negotiation Skill, Effective planning, Problem Solving & Decision-making skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth	Career Consultancy

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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: FINANCIAL MANAGEMENT**

**Course Code: 4MPGDBM204**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

Unit	Unit wise course contents	Methodology Adopted
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,	Usage of ICT like PPT, Video Lectures, Black board.
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),	Usage of ICT like PPT, Video Lectures, Black board.
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,	Usage of ICT like PPT, Video Lectures, Black board.
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 Management, Objectives, Tools and Techniques of Inventory Management.	Usage of ICT like PPT, Video Lectures, Black board.
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.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOME:** After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

### TEXT BOOKS

- Financial Management ((W/CD) by I.M. Pandey, Noida :Vikas Publication.
- Financial Management by G. Sudarsana Reddy, Mumbai Himalay Publishing House.
- Financial Management by N.D. Srinivasan, New Delhi Vrinda Publication.
- Financial Management : Theory and Practice by Shashi K. Gupta & R.K. Sharma, New Delhi: Kalyani Publishers.
- Financial Management (H) by R.S. Kulshrestha, Agra SBPB Publication.
- Financial Management by P.C. Tulsian, New Delhi S. Chand Group.
- Financial Management : (Management & Policy) by R.M. Srivastava, Mumbai Himalaya Publishing House.
- Pandey, I.M., Essentials of Financial Management by I.M. Pandey, 3rd., Noida : Vikas, 2011.
- Reddy, P.N., BBM Financial Management by P.N. Reddy, 7th, Mumbai Himalaya, 2012.
- Srinivasan, N.P., Financial Management by N.P. Srinivasan,
- Gupta, S.P. (2015). Financial Management, Sahitya Bhawan Publication, 2015
- Srivastava, R.M. (2013), Financial Decision Making, Himaylaya Publishing House, Mumbai

### REFERENCE BOOKS

- Khan M.Y. & Jain P.K. - Financial Management, Tata McGraw Hill, New Delhi
- Financial Management Theory & Practice (w/cd) by Prasanna Chandra, 8th, New Delhi Tata Mc, 2011.
- Financial Management : Texts, Problems and Cases by M Y Khan & P K Jain, New York MC Graw.

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Financial Executive, Financial Analysts, Budget Analysts, Personal Financial Advisors.	Analytical and logical skill, Problem solving Skill, Managerial skill, Commercial Acumen skill, Able to handle legal queries	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth	Financial consultancy Service

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Kargi Road, Kota, Bilaspur (C.G.)

**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: MARKETING MANAGEMENT**

**Course Code: 4MPGDBM205**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE: To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.**

Unit	Unit wise course contents	Methodology Adopted
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 Analyzing Environment, Information System and Marketing Research.	Usage of ICT like PPT, Video Lectures, Black board.
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, Social Factors, Psychological Factors, Personal Factors, Demographic Factors, Situational Factors, Involvement Level, Consumer Decision-making Process, Organizational, An Introduction to Consumer Behavior	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Product Concepts, Introduction, Concept of Product, Product Classification, Product Line and Product Mix, Branding, Packaging and Labeling, 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, Labeling, New Product Development and Adoption Process, Product Life Cycle and New Product Development.	Usage of ICT like PPT, Video Lectures, Black board.
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, Channel Conflicts and Cooperation, Physical Distribution, Transportation, Sales Promotion, Sales Promotion Planning Guidelines,	Usage of ICT like PPT, Video Lectures, Black board.
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, 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, Cases.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOMES: After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.**

### TEXT BOOKS

- Marketing Management : Concepts and Cases by S. Sherlekar & R. Krishnamoorthy Mumbai Himalaya Publishing House
- Marketing Management in The Indian Background by C.N. Sontakki New Delhi: Kalyani Publisher ,
- Marketing Management (H) by R.C. Agarwal Agra : SBPD,
- Marketing Management by R.S.N. Pillai & Bagavathi & S. Kala New Delhi S. Chand Group
- Marketing Management by Pankaj Madan New Delhi : Global Vision Publishing House ,
- Marketing Management by Debraj Datta & Mahua Datta New Delhi Vrinda Publication
- Marketing Management by Biplab S. Bose Mumbai Himalaya Publishing House
- Marketing Management by Arun Kumar & N Meenakshi Noida Vikas Publication House

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- Marketing in India Case and Readings by S. Neelamegham Noida : Vikas ,

### REFERENCE BOOKS

- Marketing Management : Indian Context, Global Perspective by V S Ramaswamy & S Namakumari New York. MC Graw Hill Co.
- Marketing Management by Philip Kotler & Kevin Lane Keller & Abraham Koshy & Mithileshwar Jha New Delhi Pearson Education
- Verma, Harsh V. and Duggal, Ekta (2015), Marketing. Oxford Press
- Lal, Rajiv, Quelch, John A. and Rangan, V. Kasturi (2016), Marketing Management – Text & Cases, McGraw Hill Publications
- Marketing by Michael J. Etzel & Bruce J. Walker & William J. Stanton & Ajay Pandit New Delhi Tata Mc Graw Hill Publishing
- Marketing (w/cd) by Michael , J. Etzel New Delhi Tata Mc Graw Hill Education

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in organisation and retail Assistant executive in delivery channels Relationship executive	Problem solving & Decision Making Skills, Commercial Awareness, Assertiveness, Courage	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals	Start business unit (Retail & Micro) Service consultancy

  
  
  
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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: PRODUCTION AND OPERATION MANAGEMENT**

**Course Code: 4MPGDBM206**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Production & Operation Management :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,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Design and Control of Production Systems, Introduction, Technology Life Cycle (TLC) and Product Design, Categories of Process Technologies, Impact of Design 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.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Plant Location, Introduction, Facilities Location Defined, Significance of Plant Location, Objective of Location Strategy, Types of Facilities, Site Selection – Site Evaluation Processes, Critical Factors in Location Analysis, Location Analysis Techniques, Plant Layout, Introduction, Objectives of Plant Layout, Effects of Layout on Cost, Advantages of Good Plant Layout, Factors Influencing Plant Layout.	Usage of ICT like PPT, Video Lectures, Black board.
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,	Usage of ICT like PPT, Video Lectures, Black board.
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.	Usage of ICT like PPT, Video Lectures, Black board.



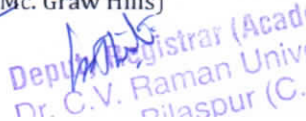
**COURSE OUTCOMES:** After completion of this subject students will able to understand various processes and aspects associated with production and operations in a production unit and will able to take effective decisions for smoothening the entire process.

### TEXT BOOKS

- Production and Operations Management by S.A. Chunawalla & D.R. Patel Mumbai Himalaya Publishing House
- Production and Operations Management by K. Aswathappa & K. Shridhara Bhat Mumbai Himalaya Publishing House
- Production and Operations Management by S P Singh Noida Vikas Publication House
- Production Operation Management by B.S. Goel New Delhi Prabhat Prakashan
- Production & Operations Management : Text & Cases by R.V. Badi & N.V. Badi New Delhi Vrinda Publication
- Production and Operations Management by Ashish Bhatnagar & Richa Agrawal New Delhi Vrinda Publication
- Production and Operations Management by Pankaj Madan New Delhi: Global Vision Publishing ,

### REFERENCE BOOKS

- Production and Operation Management : Everette E. Adam, Jr Ronald J. Ebert (Prentice Hall Of India)
- Production & Operation Management : N.G.Nair (Tata Mc. Graw Hills)

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- Chary, S.N. (2015), Production and Operations Management, Tata McGraw Hill Education, 5<sup>th</sup> Edition, 2015.
- Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.
- Production and Operations Management by Alan Muhlemann & John Oakland & Keith Lockyer & Bodduluri & Sudhir & Jasti Katyayani New Delhi Pearson Education
- Production and Operations Management by S N Chary New Delhi Tata Mc Graw Hill Publishing
- Production and Operations Management : Concepts, Models, and Behaviour by Everett E. Adam & Ronald J. Ebert New Delhi PHI Learning
- Modern Production / Operations Management by E.S. Buffa New Delhi : Wiley ,
- Production & Operations Management Concepts , Models and Behaviour by J.E. Adam New Delhi :Phi Learning,

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Production Manager Store Incharge Material Manager, Manufacturing Supervisor	Effective Planning, Decision and Problem Solving Skill, Time Management, Team Work	No Poverty, Quality Education and Decent work and Economic Growth, Industry, Innovation & Infrastructure and Responsible Consumption & Production	Manufacturing Consultant, 3PL & 4PL Logistic,

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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: RESEARCH METHODOLOGY**

**Course Code: 4MPGDBM207**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Unit	Unit wise course contents	Methodology Adopted
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, Distinction between Scientific and Unscientific Method,	Usage of ICT like PPT, Video Lectures, Black board.
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.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Concept of Measurement, 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,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Data Collection, Introduction, Types of Data-Sources, Miscellaneous Secondary Data, Tools for Data Collection.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	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.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOMES:** After learning this subject students will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

### TEXTE BOOKS

- Research Methodology : Methods and Technique by C R Kothari & Gaurav Garg New Delhi New Age International
- Research Methodology Methods and Techniques by Anil Kumar Gupta
- Chawla, Deepak and Sondhi, Neena (2015), Research Methodology – Concepts & Cases. Vikas Publishing House.
- Research Methodology : A Step -By-Step Guide for Beginners by Ranjit Kumar
- Research Methods in Management by Jyotsna Diwan Meht. Jaipur : Professional Publication ,

### REFERENCE BOOKS

- Pannerselvam, R. (2014), Research Methodology. PHI Learning
- Research Methods In Behavioural Science by R.S. Dwivedi Delhi Macmillan Publishers India

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Research Analyst, Marketing Research Firm	Computing Skill, Numeracy, Problem Solving Skills, Presentation Skills, Action Planning	No Poverty, Quality Education and Decent work and Economic Growth goals	Data Analyst, Research firms

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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: INTERNATIONAL BUSINESS**

**Course Code: 4MPGDBM208**

**Theory Max. Marks: 50**

**Theory Min. Marks: 17**

**COURSE OBJECTIVE:** This course exposes the student to the environmental dynamics of international business and its impact on international business operations of a firm.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Meaning, nature and significance of international Business, Recent global trends in international trade and finance; dimensions and modes of IB; structure of IB environment; risk in IB; motives for internalization of firms; organizational structure for IB, MNC-benefits and problems to host country and home country, strategies in globalization, challenges of international business.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Principles of international trade, benefits of foreign trade, foreign trade policies, Balance of payment, WTO- functions and working, Agreements-TRIPS, TRIMS, GATT, MFA, WTO and Anti-dumping measures, Implications of WTO for India and Trade liberalization.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Foreign market entry strategies; country evaluation and selection; factors affecting foreign investment decisions; impact of FDI on home and host countries; types and motives for foreign collaboration; control mechanisms in IB.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Decisions concerning global manufacturing and material management; outsourcing factors; managing global supply chain; product and branding decisions; managing distribution channels; international promotion.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Harmonizing accounting difference across countries; currency translation methods for consolidating financial statements; cross cultural challenges in IB; international staffing decisions; compensation and performance appraisal of expatriate staff; ethical dilemmas and social responsibility issues.	Usage of ICT like PPT, Video Lectures, Black board.

**COURSE OUTCOMES:** After learning this subject student will get familiarize the dynamic environment in international business scenario and its impact on business operations so as to take effective decisions for the firm with respect to global challenges and business dealings in the foreign markets.

### TEXT BOOKS

- International Business : Subha P. Rao (Himalya Publication House)
- International Business : N.V Badi (Vrinda Publication)
- Aswathappa, K. (2012), International Business, Tata McGraw Hill Education, 2012.
- International Business by P.C. Jain New Delhi: R.B.D. Publication ,
- International Business by Bimal Jaiswal Mumbai Himalaya Publishing Hous
- International Business Strategy by A.Nag Noida : Vikas ,
- International Business Management by F.L. Baseunan New Delhi: Global Vision Publishing ,

### REFERENCE BOOKS

- Wild L. Kenneth (2011), International Business, Pearson Education,
- Wild, John J. and Wild, Kenneth L. (2017), International Business – The Challenges of Globalization. Pearson Education. 8th Edition
- Cavusgil, S. Tamer, Knight, Gary and Riesenberger, John (2017), International Business – The New Realities. Pearson Education, 4th Edition
- International Business Environmental & Operations by J.D. Daniels Delhi: Pearson ,
- International Business Environment and Management by V.K. Bhalla New Delhi: Anmol Publication ,
- International Business Environment by Francis Cherunilam Mumbai Himalaya Publishing House

Job Opportunities	Employability Skill Developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Overseas Business Development Executive, Export & Import Coordinator	Communication & Presentation Skill, Decision Making Skills, Action Planning	No Poverty, Quality Education and Decent work and Economic Growth, Sustainable Cities and Communities goals	Export & Import Agent

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**SEMESTER- SECOND SEMESTER**

**BRANCH: POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE: ENTREPRENEURSHIP DEVELOPMENT**

**Course Code: SMGT 802**

**Theory Max. Marks: 50**

**Theory Min. Marks: 20**

**COURSE OBJECTIVE:** The content will be multidisciplinary with the view to cover a whole range of issues pertaining to entrepreneurship and small scale industry.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Entrepreneur and Entrepreneurship –Meaning, definition, significance, need, characteristics, qualities, pre- requisites function, types.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Industries and Business Organization- Classification of industries, forms of business organization, procedures, lifecycle, motivation, environment factors, problems	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Institutional Assistance- Infrastructural, information, guidance, training, technical, financial, marketing, quality control	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Planning and growth- Project report, feasibility study, factory location, demand analysis, market potential, project cost, working capital requirement, profit and tax planning.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Govt. support & promotional agencies- Regulatory institutions, development organization, self- employment- oriented schemes, grant schemes, special incentives for women, and scheme for backward class, govt. & non govt. project	Usage of ICT like PPT, Video Lectures, Black board.

### PRACTICALS

1. To identify a project and conduct market survey of it.
2. Prepare a project report of yours choice.
3. To collect various formats used in industries/departments or institutions working in the field of entrepreneurship.
4. To collect details of various schemes run by the government for self employment and entrepreneurship.
5. Develop logical and analytical approach of purchasing the raw material/finished goods.
6. Collect information about market rates, quality and quantity of goods of your choice.
7. Collect information about few small scale industries situated in city, nearby industrial area.
8. Discuss the problems of small scale industries.
9. To prepare chart to show various factors affecting entrepreneurship.
10. To prepare case study of successful entrepreneurs.

**COURSE OUTCOMES:** After completion of this course the students would be able to understand the relevance of entrepreneurship as a means of management practice in the context of a fast changing organizational structure in a global environment.

### TEXT BOOKS

- Udhymita Vikas : U.C Gupta (Kailash Prakashan)
- Udhymita Vikas (H) : Entrepreneurship Development / by Tribhuvannath Shukl Bhopal : Madhya Pradesh Hindi Granth Academy,
- Varshney, G.K. (2010).Fundamental Of Entrepreneurship, SahityaBhawan Publications
- Agrawal and Mishra (2017) Fundamental Of Entrepreneurship, SahityaBhawan Publications.
- Fundamentals of Entrepreneurship by G.K. Varshney Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship (H) by Avnish Kumar Mishra Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship by H. Nandan New Delhi PHI Learning
- Fundamentals of Entrepreneurship and Small Business Management by Vasant Desai Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship : Principles, Policies and Programmes by K.K. Patra Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship by Sangram Keshari Mohanty New Delhi PHI Learning

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### REFERENCE BOOKS

- Entrepreneurial Development : Dr. S.S. Khanka (S. Chand)
- Entrepreneurship Dvelopment : D. Acharya (Himalya Publication House)
- Entrepreneurship : New Venture Creation by David H. Holt New Delhi PHI Learning

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
	Effective Planning, Decision and Problem Solving Skill, Time Management, Team Work	No Poverty, Quality Education and Decent work and Economic Growth, Industry, Innovation & Infrastructure and Responsible Consumption & Production	

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