PERIYAR UNIVERSITY
SALEM – 636 011.

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

P.G.DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

ONE YEAR PROGRAMME
NON SEMESTER

REGULATIONS AND SYLLABUS
(Effective from the Academic Year 2007-2008 and thereafter)
PERIYAR UNIVERSITY, SALEM – 636 011.
PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)
P.G.DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)
ONE YEAR PROGRAMME
REGULATIONS
(Effective from the Academic Year 2007-2008 and thereafter)

1. CONDITION FOR ADMISSION

The candidate who has passed BBA, B.Com, B.A., B.C.A., and B.Sc. of this University or any other University accepted by the syndicate as equivalent thereto subject to such conditions as may be prescribed therefore shall be permitted to appear and qualify for the P.G.Diploma in Business Management degree Examination of this University after a course of one academic year.

2. DURATION OF THE COURSE

The course for the P.G.Diploma in Business Management shall consist of one Academic year.

3. COURSE OF STUDY

The course of study shall comprise the following subjects according to the syllabus and books prescribed from time to time.

<table>
<thead>
<tr>
<th>S.N</th>
<th>Paper Code</th>
<th>Title of the Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PGDBM01</td>
<td>Principles of Management</td>
</tr>
<tr>
<td>2</td>
<td>PGDBM02</td>
<td>Organizational Behaviour</td>
</tr>
<tr>
<td>3</td>
<td>PGDBM03</td>
<td>Economics for Managers</td>
</tr>
<tr>
<td>4</td>
<td>PGDBM04</td>
<td>Production Management</td>
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<tr>
<td>5</td>
<td>PGDBM05</td>
<td>Marketing Management</td>
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<tr>
<td>6</td>
<td>PGDBM06</td>
<td>Human Resource Management</td>
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<td>7</td>
<td>PGDBM07</td>
<td>Financial Management</td>
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<tr>
<td>8</td>
<td>PGDBM08</td>
<td>Industrial Training Report</td>
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<tr>
<td>9</td>
<td>PGDBM09</td>
<td>Preparation of Feasibility Report</td>
</tr>
<tr>
<td>10</td>
<td>PGDBM10</td>
<td>Project Work</td>
</tr>
</tbody>
</table>
4. EXAMINATIONS

The examination shall be three hours duration to each paper at the end of the year. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination.

The external examiners should conduct the Practical Examinations at the end of the year.

5. SCHEME OF EXAMINATIONS

The Scheme of Examinations for the year shall be as follows:

<table>
<thead>
<tr>
<th>S.N</th>
<th>Paper Code</th>
<th>Title of the Paper</th>
<th>Exam Duration</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PGDBM01</td>
<td>Principles of Management</td>
<td>3</td>
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<tr>
<td>2</td>
<td>PGDBM02</td>
<td>Organizational Behaviour</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>PGDBM03</td>
<td>Economics for Managers</td>
<td>3</td>
<td>100</td>
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<tr>
<td>4</td>
<td>PGDBM04</td>
<td>Production Management</td>
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<td>Marketing Management</td>
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<td>Human Resource Management</td>
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<td>10</td>
<td>PGDBM10</td>
<td>Project Work</td>
<td>-</td>
<td>200</td>
</tr>
</tbody>
</table>

Total Marks 1100

Institutional Training

Every student has to undergo an institutional training before the completion of the course. All the students will have to submit their institutional report. Each student will be attached with one faculty guide, with whom he/she shall be in continuous touch during the training period. The faculty guide will be required to evaluate the report for 100 Marks.

Preparation of Feasibility Report

To develop entrepreneurial culture among the students, the feasibility report is introduced as one of the subject for PGDBA. The student has
consult any real entrepreneurs prepare and submit this report to the university at the time of their university examination.

1. Introduction
2. General Information
3. Detail regarding
   a) Capacity of the unit
   b) Combination if product
   c) Specific properties of the product
   d) Product strategy
4. Market Analysis
5. Technical Analysis
6. Equipments
7. Project Location
8. Raw Material and other inputs
10. Production Cost
    a) Total cost of production
    b) Unit cost of production
    c) Future cost of production
    d) Time frame for the actual starting of the project

**Project Report**

The student has to avail 30 working days for project data collection and analysis in consultation with the faculty guide. The report has to be submitted before the commencement of the written examinations.

Project report evaluation consists of report evaluation and the conduct of viva voce examination. Report evaluation for (200 marks) will be undertaken by an external examiner and the internal examiner jointly.
6. QUESTION PAPER PATTERN

Time: 3 Hours                      Max Marks : 100
Passing Min: 50

**PART – A: (5X5=25)**
(Answer All Questions)
Two Questions from each unit with Internal Choice

**PART – B: (5X15=75)**
(Answer All Questions)
Two Questions from each unit with Internal Choice

7. PASSING MINIMUM

The candidate shall be declared to have passed the examinations in a Theory/Practical of study only if he/she secures not less than 50% of the total prescribed marks for the subject in the University Examinations.

8. Classification of Successful Candidates

Candidates who secure not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in First Class. All other successful candidates shall be declared to have passed in Second Class. Candidates who obtain 75% of the marks in the aggregate shall be deemed to have passed the examination in First Class with Distinction provided they pass all the examinations prescribed the course at the first appearance.

9. COMMENCEMENT OF THIS REGULATION

These regulations shall take effect from the academic year 2007-2008, i.e., for students who are admitted to the first year of the course during the academic year 2007-2008 and thereafter.
PGDBM01 - PRINCIPLES OF MANAGEMENT

UNIT I:

UNIT II:

UNIT III:

UNIT IV:

UNIT V:
Knowledge Management - Creativity and Innovation – BPO - Challenges to Management in Globalised Era

REFERENCE BOOKS:
2. Management, Stoner, Freeman & Gilbert, Pearson Education.
3. Management, Robert Kreitner, AIBTS.
PGDBM02 - ORGANISATIONAL BEHAVIOUR

UNIT I:
Meaning and Definition of Organisational Behaviour (OB) - Scope and Importance of OB - OB and other similar fields of studies – Disciplines Contributing to OB - Models of OB - Historical Evolution of OB - Hawthorne’s Experiments and its Implications

UNIT II:

UNIT III:

UNIT IV:

UNIT V:

REFERENCE BOOKS:
2. Organizational Behaviour, Uma Sekaran, TATA McGraw Hill Company.
3. Organizational Theory and Behaviour, B.P. Singh, T.N. Chhabra,
UNIT I:
Managerial Economics: Meaning, Definitions, Functions - Nature and Scope of Managerial Economics - Roles and responsibilities of Managerial Economist.

UNIT II:
Demand Analysis: Meaning, Definitions, Determinants and types of demand
- Elasticity of Demand – Demand Forecasting - Methods of Demand Forecasting - Supply Function.

UNIT III:

UNIT IV:

UNIT V:

REFERENCE BOOKS:
UNIT I:

UNIT II:
Plant location – Plant layout – Objectives and Types of plant layout.

UNIT III:
Production Planning & Control – Functions – Scheduling – Routing.

UNIT IV:

UNIT V:

REFERENCE BOOKS:
2. Operations Management, Lee J.Krajewski, PHI.
3. Production and Operational Management, Kanishhka Bedi, Oxford University Press.
5. Production and Operations Management, R.B.Khanna, PHI.
PGDBM05 - MARKETING MANAGEMENT

UNIT I:

Introduction - Core concept of Marketing - Marketing and Markets - Scope of Marketing - Production concept - Product concept - Selling concept - Marketing concept - Marketing Environment - Micro factors and Macro factors.

UNIT II:

Product Strategies and Branding Strategies - Product Mix Decisions and line decisions - Brand - Definition, Naming decisions and Strategy decisions - Packaging and Labelling.

UNIT III:


UNIT IV:

Market Segmentation - Basis for segmenting consumer market and Industrial Market - Targeting - Positioning - Channel strategies - Nature of Marketing Channels - Function.

UNIT V:

Promotion - Developing and Managing on advertising program - Deciding on Media and Measuring Effectiveness - Advertisement Budget - Sales Promotion - Importance - Tools and Techniques of Sales Promotion - Personal selling - Direct Marketing and Interacting marketing - Publicity.

REFERENCE BOOKS:

3. Marketing Management, Dr.C.B.Gupta, Dr.N.Rajan Nair, Sultan Chand & Sons.
UNIT I:

UNIT II:
Job Analysis - Components, Process, Job design - Recruitment - Sources, techniques, Internet recruitment - Employee testing and selection - Types, effective interview - Placement - Induction.

UNIT III:

UNIT IV:
Compensation - Factors determining pay rate - Incentives - Incentive plan, effective incentive plan - Employee benefits and services - Employee Welfare, Safety and Health.

UNIT V:
Industrial Relations - Collective bargaining - Process, Trade Unions - Workers participation in Management - Grievance handling - Redressal Committees.

REFERENCE BOOKS:
1. Human Resource Management, V.S.P.Roa
4. Human Resource Management, Biswajeet Pattanayak
UNIT I:

Meaning and Importance of Finance – Objectives, Functions and Scope of Finance – Role of Finance Manager – Organisation of Finance Functions.

UNIT II:

Capital Expenditure Evaluations – Methods of Appraisals – Pay back period, Net Present Value, Internal Rate of Return, Accounting Rate of Return, Profitability Index – Capital rationing

UNIT III:


UNIT IV:

Management of Cash, Receivables and Inventories – Cash Planning – Credit Policies – Regulations of Bank Finance

UNIT V:


REFERENCE BOOKS:

5. Financial Management, Kuchchal S.C.