

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.

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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.

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

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:

S.N	Paper Code	Title of the Paper	Exam Duration	Maximum Marks
1	PGDBM01	Principles of Management	3	100
2	PGDBM02	Organizational Behaviour	3	100
3	PGDBM03	Economics for Managers	3	100
4	PGDBM04	Production Management	3	100
5	PGDBM05	Marketing Management	3	100
6	PGDBM06	Human Resource Management	3	100
7	PGDBM07	Financial Management	3	100
8	PGDBM08	Industrial Training Report	-	100
9	PGDBM09	Preparation of Feasibility Report	-	100
10	PGDBM10	Project Work	-	200
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
9. Financial – Source of Finance
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:

Management – Definition - Evolution of Management – Function – Importance -Management and Administration, Scope, MBO, MBE, Approaches of Management –Scientific, System and Contingency – Contribution of F.W.Taylor and Henri Fayol.

UNIT II:

Planning: Steps - Planning Premises – Types - Decision Making – Importance – Problems – Process of Decision Making.

UNIT III:

Organizing: Types of Organisation Structure - Centralization and Decentralization - Staffing and Directing: Importance and Principles.

UNIT IV:

Co-ordination: Process – Principles, Control Process – Principles – Techniques.

UNIT V:

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

REFERENCE BOOKS:

1. Management, A Competency-based Approach, Hellriegel, Jackson & Slocum, Thomson South-Western.
2. Management, Stoner, Freeman & Gilbert, Pearson Education.
3. Management, Robert Kreitner, AIBTS.
4. Principles & Practice of Management, L.M.Prasad, Sultan Chand & Sons.
5. Essentials of Management: An International Perspective, Koontz and Weirich, Tata McGraw -Hill.
6. Management: Competing In The New Era, Bateman and Snell, Tata McGraw-Hill.
7. Management, Richard L.Daft, Thomson South-Western.

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:

Learning - Meaning and Definition – Principles – Theories – Perception – Process - Factors Influencing Perception.

UNIT III:

Attitude – Nature - Functions – Formation - Changing Attitude - Personality – Nature – Types – Theories.

UNIT IV:

Motivation – Nature – Theories, Job Satisfaction – Causes - Measuring of Job Satisfaction.

UNIT V:

Group Dynamics – Nature - Process of Group Formation – Types – Leadership –Importance – Styles – Theories.

REFERENCE BOOKS:

1. Organizational Behaviour, Stephen P.Robbins, Pearson Education.
2. Organizational Behaviour, Uma Sekaran, TATA McGraw Hill Company.
3. Organizational Theory and Behaviour, B.P. Singh, T.N. Chhabra,
4. Organizational Behaviour, Ian Brooks, Third Edition, Pearson Education.
5. Organizational Behaviour, Fred Luthans, Mc Graw Hill Book Company.

PGDBM03 - ECONOMICS FOR MANAGERS

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:

Cost Analysis: Cost Concepts, Classification and Determinants - Cost Output Relationship - Break Even Analysis.

UNIT IV:

Price and Output Decisions under Different Market Structures – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly.

UNIT V:

National Income: Definition - Concepts of National Income - Business Cycle: Phases of Business Cycle - Causes of Business Cycle – Inflation – Types – Causes – Effects - Balance of Trade and Balance of Payment.

REFERENCE BOOKS:

1. Managerial Economics, R.L.Varshney and K.L. Maheshwari, Sultan Chand & Sons.
2. Managerial Economics Theory and Applications, M.L.Trivedi, Tata McGraw- Hill.
3. Managerial Economics, Craig Peterson, Chris Lewis, Sudhir.K Jain, Pearson Education.
4. Managerial Economics (Analysis Problems and Cases), P.L.Mehta, Sultan Chand & Sons.
5. Managerial Economics and Financial Analysis, S.A. Siddiqui & A.S. Siddiqui, New Age International Publishers.
6. Managerial Economics, Atmanand, Excel Books.
7. Managerial Economics, Paul G.Keat & Philip K.Y.Young, Fourth Edition, Pearson Education.

PGDBM04 - PRODUCTION MANAGEMENT

UNIT I:

Meaning and Definition of Production Management – Brief history of production management – production management and its impact on information technology and globalization – production strategy and competitiveness – developing business strategy – competitive priorities – World class manufacturing.

UNIT II:

Plant location – Plant layout – Objectives and Types of plant layout.

UNIT III:

Production Planning & Control – Functions – Scheduling – Routing.

UNIT IV:

Maintenance – Importance – Types of Maintenance – Material Handling - Importance – Objectives - Material Handling Equipments.

UNIT V:

Work Study: Time Study – Calculation of Standard Time – Methods Study – Steps in Methods Study – Motion Study.

REFERENCE BOOKS:

1. Production and Operation Management, S.N.Chary, TATA McGraw Hill.
2. Operations Management, Lee J.Krajewski, PHI.
3. Production and Operational Management, Kanishhka Bedi, Oxford University Press.
4. Operation Management, Robert Johnston, FT Prentice Hall.
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:

New Product Development – Product Life Cycle – Marketing Strategies in various stages of PLC - Pricing – Objectives and Methods.

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:

1. Marketing Management, V.S.Ramasamy and S.Namakumari, Macmillan, India.
2. Marketing Management, C.B.Mamoria, R.K.Suri, Satish Mamoria, Kitab Mahal.
3. Marketing Management, Dr.C.B.Gupta, Dr.N.Rajan Nair, Sultan Chand & Sons.
4. Fundamentals of Marketing, Etzel, Stanton and Walker, Mc Graw Hill.
5. Marketing Management, Govindarajan, II Edition PHI Learning.

PGDBM06 - HUMAN RESOURCE MANAGEMENT

UNIT I:

Human Resource Management- objectives, scope, importance - Evolution of HRM- Role of HR Manager- Challenges faced by HRM- Trends in HRM- Indian scenario and HRM- Strategic Human resource management.

UNIT II:

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

UNIT III:

Training – Importance - Types of Training - Performance Appraisal - Objectives, Process, Methods - Job Evaluation. Promotion – Demotion – Transfer - separation and implication of job change.

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
2. Human Resource Management, C.B.Gupta
3. Human Resource Management and Personnel Management,
K.Aswathappa
4. Human Resource Management, Biswajeet Pattanayak

PGDBM07 - FINANCIAL MANAGEMENT

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:

Concept of Working Capital – Gross and Net Working Capital – Factors influencing working capital – Methods of forecasting working capital – Financing Current Assets.

UNIT IV:

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

UNIT V:

Budgetary control – Budget Manual – Classification and Preparation of various budgets – Functional budgets – Fixed and Flexible budgets – Cash budget – Zero Base Budgeting and Performance Budgeting – Ethic in finance.

REFERENCE BOOKS:

1. Financial Management: Principles and Practice, Khan.M and Jain.P, Tata McGraw Hill.
2. Fundamentals of Financial Management, Prasanna Chandra, Tata McGraw Hill.
3. Financial Management: Principles and Practice, Maheswari S.N., Sultan Chand & Sons.
4. Financial Management and Policy, James and Van Horne, Prentice Hall
5. Financial Management, Kuchchal S.C.