

## DETAILED SYLLABUS

### FIRST TRIMESTER

#### PGDM 101 Contemporary Management Practices

##### Objective

This is an introductory course designed as an overview of the theory and practice of Management with a focus on Contemporary Managerial Practices. The concept of management is presented as a discipline as well as a process. The course will cover the evolution of management, its history, and the development of important concepts. It will cover the basic functions of management: planning, organizing, leading, and controlling. Integrated into each chapter are the Value Based Management and Change and innovation management.

The objective of this course is to expose the students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective. The course will also allow the students to develop their own framework for analyzing and understanding management as well as exploring and developing their own personal philosophy of management.

<b>S. No</b>	<b>Topic</b>
1	Management overview
2	Evolution of Management
3	Organisation, Global, Social and Ethical environment
4	Mintzberg's Management Roles
5	Value Based Management: Creating Shareholder Value
6	Planning The meaning and purpose of planning Steps in Planning Types of Plans
7	Management by objectives (MBO)
8	Policies, procedures and methods – nature and type of policies – functional policies
9	Decision Making Decision making process and fundamentals Types of decisions
10	Organizing Meaning and structure Authority and span of control Delegation and decentralization Line and Staff relationship
11	Staffing Sources of recruitment Selection Process

12	Co-ordination
13	Leading – Concepts and Theories
14	Controlling in management – control Process
16	Innovation Management
17	Case studies in General Management

## References

1. Arnold Glenna Davies Matt Based Management (Edited Book John Weiley & Sons Inc 2000.
2. Balvinder Shukla Sanjeev Prashar Harvinder Singh Management : Case Studies Excel Books 2007.
3. Heinz Wehrich, Mark.V.Cannice & Harold Koontz Management: A global and Entrepreneurial Perspective Tata McGraw Hill 2008.
4. Hellriegel, Jackson & Slocum Management A Competency – Based Approach Thomson South –Western 2007.
5. J S Chandan Management Concepts and Strategies Vikas Publishing House Pvt Ltd 1997.
6. Koontz Harold & Wehrich Heinz Essentials of Management: An International Perspective Tata McGraw Hill 2004.
7. Linstead Management & Organization Palgrave Macmillan 2006.
8. Linstead Management & Organization Palgrave Macmillan 2007.
9. P C Tripathi P N Reddy Principles of Management Tata McGraw Hill 2006.
10. Pettinger Introduction to Management 4e Palgrave Macmillan 2007.
11. S.K. Mandal Fundamentals of Business Jaico publishing House 2006.
12. Satyaraju Parthasarathy Management PHI 2006.
13. Tata McGraw – Hills Current Readings in Management Tata McGraw Hill 2006.
14. V.S.P Rao V.Hari Krishna Management : Text and Cases Excel Books 2002.

## **PGDM 102**

### **Emerging Trends in Business Environment**

#### **Objectives:**

The objective of this course is to acquaint the participants with Indian Business Environment. Emphasis is given to changes in the nature of business firms in the context of globalization.

#### **Course Contents**

- **Theoretical Framework of Business Environment:** Concept, significant and nature of business environment; elements of environment – internal and external; changing dimensions of business environment; techniques of environmental scanning and monitoring.
- **Economic Environment of Business:** Significance and elements of economic environment; Economic systems and business environment; economic planning in India; Government policies – Industrial Policy, Fiscal & Monetary policy, EXIM Policy.
- **Political and Legal Environment of Business:** Critical elements of political environment; government and business; changing dimensions of legal environment in India; MRTP Act and FEMA
- **International and Technological Environment:** Multinational corporations; foreign collaborations and Indian business; non-resident Indians and corporate sector; International economic institutions – WTO, world Bank, IMF and their importance to India; foreign trade policies; impact of rupee devaluation; technological environment in India; policy on research and development; patent law; technology transfer.
- **Industrial Policy:** Industrial policy up to 1991, the new industrial policy, an evaluation of new policy.
- **Monetary and Fiscal Policies:** Monetary policy; measures of money stock, monetary policy and money supply, instruments of monetary policy, fiscal policy, the union budget, state budgets, finances of the unions and states, the Finance Commission, Importance of Budget
- **Financial Market Structure:** Credit Market, foreign exchange market, debt market, derivatives market, banc assurance.
- **Money and Capital Market:** Meaning, Constituents – Functions – Instruments – Importance – Development of the Market.
- **Stock Exchange:** Meaning – Importance – Functions – Organization – OTCEI, NSE

## **Suggested Readings**

1. Feransis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2003
2. Feransis Cherunilam, International Business Environment, Himalaya Publishing House, New Delhi, 2003
3. Justin Paul, Business Environment: Text and Cases, Tata Mcgraw Hill, New Delhi, 2008
4. Misra & Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2003
5. Shaikh Saleem, Business Environment, Pearson Education, 2008

## **PGDM 103 Managerial Economics**

### **Objective**

Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques. Among the topics covered in the course are: price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty.

### **Topic**

#### **1 Introduction to Economics**

- \* Meaning and Concepts \* Nature of Business Decision Making
- \* Marginal Analysis

#### **2 Demand and Supply Analysis**

- \* Demand Function & Law of Demand \* Types of Demand
- \* Elasticity of demand \* Demand forecasting
- \* Supply and Demand Analysis \* Price Determination

#### **3 Production and Cost Analysis**

- \* Production Function
- \* Production and Costs under alternative Returns to Scale \* Cost Function

#### **4 Profit Analysis**

- \* Profit Maximization \* Strategic Behaviour

#### **5 Markets and Competition**

- \* Market Structure \* Perfect Competition \* Monopoly \* Monopolistic Competition \* Oligopoly \* Non-price competition

#### **6 Pricing**

- \* Price Discrimination \* Pricing of goods and services
- \* Basic pricing strategies

#### **7 Business Decisions and Government**

- \* National Income \* Inflation & Deflation \* Business Cycle \* Structure of Indian Economy \* Economic Growth and Development \* Government Policies and Regulations \* Balance of Payment \* Economic Indicators: GDP, GNP, Wholesale index, Consumer price index and Purchasing Power Parity (PPP).

## References

1. Adhikary Business Economics Excel Books 2005
2. Ahuja H.L Economic Environment of Business, Macroeconomic analysis S.Chand &Company Ltd. 2005
3. Atmanand Managerial Economics Excel Books 2005
4. Biswanath Ghosh Economic Environment of Business Vikas Publishing House Pvt Ltd 2007
5. Dwivedi D.N Macroeconomics- Theory and Policy Tata McGraw-Hill 2001
6. G S Gupta Macro Economics Tata McGraw Hill 2006
7. H.Carig Peterson and W.Cris Lewis Managerial Economics Pearson Education 2005
8. Hirschey Economics for Managers Thomson Learning 2006
9. Koutsoyiannis Modern Microeconomics Palgrave Macmillan 2005
10. Krugman & Walls: Microeconomics Palgrave Macmillan 2005
11. Maheswari Managerial Economics PHI 2007
12. Mankar V.G Business Economics Macmillan India Ltd 2007
13. Mankiw Principles of Economics Thomson Learning 2006
14. Mulhearn Economics for Business Palgrave Macmillan 2005
15. Nordhaus & Samuelson Economics, 18th Edition Tata McGraw Hill 2007
16. Pal Sumitra Managerial Economics Macmillan India Ltd 2007
17. Pepall D.J. Richards Norman G Industrial Organization: Contemporary Theory and Practice South-Eastern Thomson Learning 2002
18. Rudder Datt and K.P.M.Sundh Ianrdamian Economy S.Chand & Company Ltd 2003
19. Suma Damodaran Managerial Economics Oxford University Press 2006
20. Thomas. R. Christopher And Maurice Charles S Managerial Economics: Concepts and Application Tata McGraw Hill 2006

## **PGDM 104 Quantitative Techniques for Managerial Decisions-I**

### **Objectives**

The major learning objective of this course is to analyze data using statistical techniques, such as hypothesis testing and regression estimation. The course will cover hypothesis testing methods such as binomial tests of proportion, chi-square tests, t- and z-tests of mean differences, regression and correlation methods. At the end of the course participants should be able to decide how to analyze the data collected, and draw conclusions from the analyses to aid decision making.

### **Topic**

#### **1 Data and Statistics**

- \* Data sets & sources of data \* Qualitative v. quantitative data
- \* Scales of measurement (nominal, ordinal, interval & ratio)
- \* Cross- sectional, time series & descriptive statistics

#### **2 Descriptive Statistics: Numerical Methods**

- \* Numerical measures of location \* Dispersion \* Sample statistics
- \* Population parameters & point estimators \* Measures of central location
- \* Mean, median, mode, percentiles & quartiles \* Measures of variability
- \* Range, inter-quartile range, variance, standard deviation
- \* Measures of relative location & detection of outliers– z – scores
- \* Sample variance & standard deviations \* Descriptive statistics tool

#### **3 Descriptive Statistics: Tabular and Graphical Methods**

- \* Frequency & relative frequency distributions
- \* Cumulative frequency & cumulative relative frequency distribution
- \* Data presentations \* Bar graphs, pie charts, histograms, give and Stem-n-leaf

#### **4 Concepts of Probability**

- \* Experiment and Sample Space \* Events and Operations with Events
- \* Probability of an Event \* Basic Probability Rules
- \* Binomial Probability distribution \* Normal Probability Distribution

#### **5 Parametric Vs. Non-Parametric test Univariate Testing:**

Procedures for testing hypothesis, Selected hypothesis tests –Z Tests, t test, chi square, Bivariate statistics: Parametric tests – Z test – Differences between mean t test –Difference between mean ANOVA – Regression Analysis – Correlation Analysis

**Bivariate Statistics:** Non parametric Tests, Chi Square Test of Independence, Rank sum tests

## References:

1. Aczel Amir Sounderpandian Jayvel Complete Business Statistics 6th Edition Tata McGraw Hill 2006
2. Aditham B. Rao Quantitative Techniques Jaico Publishing House 2006
3. Beri Business Statistics 2nd Edition Tata McGraw Hill 2005
4. David R. Anderson Dennis J. Sweeney Thomas A. Williams Statistics for Business & Economics 9th Edition Thomson South- Western 2005
5. Dey B.R Textbook of managerial Statistics Macmillan India Ltd 2005
6. Doane P.David Seward E.Lori Applied Statistics in Business and Economics Tata McGraw Hill 2007
7. Gupta S.C. and Kapoor V.K Fundamentals of Mathematical Statistics Sultan Chand & Sons 2002
8. Hooda P.R Statistics for Business and Economics 3rd Edition Tata McGraw Hill 2007
9. Levin & Rubin Statistics for Management PHI, 7th Edition 2006
10. Moore The Practice of Business Statistics Worth Publishers 2006
11. R. Nandagopal K. Arun Rajan & N Vivek Research Methods in Business Excel Books 2007
12. R.S.Bhardwaj Business Statistics Excel Books 1999
13. Richard I.Levin and David S.Rubin Statistics for Management Prentice Hall of India Pvt. Ltd 1997
14. S Bhardwaj Business statistics Excel Books 2005
15. Shenoy G.V. Pant Madan Statistical Methods in Business and Social Sciences Macmillan India Ltd 2006
16. Taylor Business Statistics 2e Palgrave Macmillan 2006

## **PGDM 105 Human Behavior at Work**

### **Objective**

Organizations are made up of people and it is the human resource that propels the organizational growth and it becomes imperative to any manager to understand the human behavior at work. This course will enable students to describe specific theories related to perception, motivation, leadership, job design, and organizational change. The course helps the student to demonstrate effective teamwork behavior (i.e., participating in activities, attending meetings, resolving conflict, completing subtasks in a timely manner). It will help them evaluate methods of motivating and rewarding individuals and group and integrate individual, group, and organizational level concepts.

### **Topic**

#### **1 Introduction to OB**

\* Meaning & Importance of OB \* Historical Development & Contribution

Disciplines

#### **2 Personality**

\* Its determinants & attributes \* Values & attitudes \* Components and functions of attitudes

#### **3 Motivation**

\* Basic Concepts \* Motivation Theories \* Problems in Motivation

#### **4 Group Dynamics**

\* Types of Groups \* Group Norms and Cohesiveness: Group Roles

#### **5 Organizational Culture**

\* Elements of Organizational culture \* Organizational culture and Performance  
\* changing and strengthening culture \* Organizational socialization

#### **6 Organizational Learning**

#### **7 Employment relationship and career dynamics**

\* Conflict Process, Sources of Conflict \* Structural approach to Conflict  
Management \* Resolving conflict through Negotiation \* organizational careers  
\* contingent workforce \* Power and Politics in organization

#### **8 Organizational change**

\* Forces for change force field analysis model \* Organization development

#### **9 Work Stress**

\* Cause and consequences \* Stress coping strategies

#### **10 Cases**

## References

1. Angelo Kinicki Robert Kreitner Organisational Behaviour Concepts, Skills and Practices Tata McGraw Hill 2006
2. Blyton Dynamics of Employee Relations Palgrave Macmillan 2005
3. Bobbins Stephen P Organisational Behaviour 12th Edition Prentice Hall (India) Pvt Ltd 2000
4. Bratton Work and Organizational Behaviour Palgrave Macmillan 2005
5. Dwivedi R.S Human Relations and Organisational Behaviour: A Global Perspective 5th Edition Macmillan India Ltd 2006
6. Ivancevich M.John et.al Organisational Behaviour and Management 7th Edition Tata McGraw Hill 2005
7. Luthan Fred Organisational Behaviour Tata McGraw Hill 2000
8. M N Mishra Organisational Behaviour Vikas Publishing House Pvt Ltd 2001
9. Mcshane L.Stephen Vonglinow Ann Mary Organisational Behaviour : essential Tata McGraw Hill 2007
10. Mcshane L.Steven VonGlinow Ann Mary Sharma R. Radha Organisational Behaviour Tata McGraw Hill 2006
11. Mirza S Saiyadain Organisational Behaviour Tata McGraw Hill 2003
12. O. Jeff Harris Sandra J. Hartman Organisational Behaviour Jaico Publishing House 2006
13. Robin Fincham Peter Rhodes Principles of Organizational Behaviour Oxford niversity Press 2005
14. Sekaran Uma Organisational Behaviour 2nd Edition Tata McGraw Hill 2006
15. Udai Pareek Understanding Organisational Behaviour 2/e Oxford University Press 2004

## **PGDM 106 Financial and Management Accounting**

### **Objectives**

To introduces basic concepts of financial and management accounting and equips the students to prepare and analyze financial statements. The course emphasis on techniques, cash flows, and impact of accounting principles, management control systems including: planning, budgeting, reporting, analysis, and performance evaluation.

### **Topic**

#### **1 Introduction to Accounting**

\* Meaning of Accounting \* Branches of accounting \* objectives of Accounting \* Fundamental concepts \* principles and rules of accounting \* Double entry Book keeping \* classification of accounts

#### **2 Basic accounting cycles**

\* journal, ledger and trial balance sheet

#### **3 Financial Statements**

\* Characteristics \* Limitations \* Financial statement analysis \* Ratio Analysis

#### **4 Cash & Fund flow statement**

\* Meaning and concepts of Fund flow & Cash flow \* Differences between fund flow statement and Income Statement \* Preparation and Interpretation of Fund Flow & Cash flow Statement

#### **5 Cost accounting**

\* Meaning and objectives \* classification \* Elements of cost Accounting  
o Elements of costs o preparation of cost sheet o allocation and absorption of overheads o Direct cost o Overheads o Cost Sheet

#### **6 Budgetary Control**

\* Types of budgets \* Techniques for Budgeting \* Cash Budget \* Functional Budgets \* Flexible Budgets \* Preparation and Interpretation

#### **7 Standard Costing and Variance Analysis**

\* Marginal Costing \* Cost -Volume Profit Analysis \* Break Even Point  
\* Application of marginal costing techniques to managerial decision making

## References

1. Pandikumar Management Accounting Excel Books 2007
2. Anthony N.Robert et.al Accounting Text and Cases 12th Edition Tata McGraw Hill 2007
3. Asohok Banerjee Financial Accounting: A Managerial Emphasis Excel Books 2005
4. Banerje Cost Accounting PHI 2006
5. Collis Business Accounting Palgrave Macmillan 2007
6. Jain & Narang Cost Accounting Kalyani publisher 2005
7. Jan R. Williams Susan F. Haka Mark S. Bettner Financial & Managerial Accounting: The Basis for Business Decisions Tata McGraw Hill 2005
8. Khan MY Jain P.K Management Accounting : Text, Problems and Cases 4th Edition Tata McGraw Hill 2007
9. Kothari Rajesh Godha Abishek Management Accounting :Concepts and Applications Macmillan India Ltd 2006
10. Nigam & Jain Cost Accounting PHI 2006
11. Prasanna Chandra Fundamentals of Financial Management : 4th Edition Tata McGraw Hill 2005
12. Ramachandran N Kakani Kumar Ram Financial Accounting for Management Tata McGraw Hill 2006
13. Robert N.Anthony David F.Hawkins Kenneth A.Merchant Accounting Text and Cases Tata McGraw Hill 2007
14. Ronald W. Hilton Managerial accounting Tata McGraw Hill 2005
15. S.K Bhattacharyya John Dearden Costing for Management Vikas Publishing 2002
16. S.N Maheswari S.K Maheswari Accounting for Management Vikas Publishing 2006
17. Tulsian P.C Fundamentals of Accounting – For CA Common Proficiency Test(CPT) Tata McGraw Hill 2007

**PGDM 107**  
**Professional Communication and Personal**  
**Growth Laboratory- Practical**

**Objective**

The students will be able to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles. It will help them plan the message by defining purpose, analyzing audience, selecting channel and medium and facilitate them to communicate globally with confidence. NLP and Transactional Analysis (TA) enhance gaining a stronger sense of self-esteem, greater motivation, better understanding of communication.

**Topic**

- 1 Writing business letters and Developing messages
- 2 Neutral and Positive messages
- 3 Negative & Persuasive messages
- 4 Verbal communication & making presentations, communicating to mass  
Media & listening technique
- 5 Role playing & Team building
- 6 Strategies for successful Business and Group meetings
- 7 Memos, notice, agenda and minutes documentation
- 8 Writing Reports and Proposals
- 9 Interviewing: Types, stages, skills for interviewer and interviewee
- 10 Workshop on NLP and PGL

**References**

1. Biswajit Das Ipseeta Satpathy Business Communication and Personality Development Excel Books 2007
2. Booher Dianna E-Writing : 21st Century tools for effective communication Macmillan India Ltd 2007
3. Chrissie Wright Practical Communication Skills Jaico Publishing House 1999
4. Courtland L Bovee John V Thill Business Communication Today , 8th Edition Prentice Hall 2005
5. Hargie Communication Skills for Effective Management Palgrave Macmillan 2006
6. John M. Penrose Robert W. Rasberry Robert J. Myers Business Communication For Managers Thomson South – Western 2007
7. John V Thill Courtland L Bovee Excellence in Business Communication 6th Edition Prentice Hall 2006
8. Kaczmarek Kyo Stephen Locker O.Kitty Business Communication: Building Critical Skills 3rd Edition Tata McGraw Hill 2007

9. Lesikar V. Ramond Flately E.Marie Basic Business Communication :Skills For Empowering the internet Generation ,10th Edition Tata McGraw Hill 2005
10. Mohan Krishna Banerjee Meera Developing Communication Skills Macmillan India Ltd 2007
11. Ramachandran K.K,et.al Business Communication Macmillan India Ltd 2007
12. Soundararaj Francis Speaking and writing for effective business communication Macmillan India Ltd 2007

## SECOND TRIMESTER

### PGDM 201 Quantitative Techniques for Managerial Decisions-II

#### Objectives

To identify and define problems pertaining to business situations

To quantify the problem parameters and translate them into suitable mathematical models,

To use computer packages to solve the models, and

To interpret, analyze and study the implications of changes in problem parameters on the solution (What-If analysis).

#### Topic

##### 1 Decision Model

\*Definition of Decision Models & Decision variables \*Types of Decision Models \*Steps involved in Decision Modeling \*Use of Spreadsheets in Decision models \*Possible Problems in Developing Decision models \* Spreadsheet model for Tax Computation and Break Even Analysis

##### 2 Linear Programming

\*Graphical method \*Simplex method \*Big M method \*Application of LP in Management

##### 3 Transportation and Assignment models

\*Initial solutions using North-West Corner Method, Matrix Minima and Vogel's Approximation Method \*Optimal Solutions by Modified Distribution Method \*Assignment Problems – Models & Solutions \*Salesmanship Problem

##### 4 Sequencing

\*Sequencing of 'n' jobs and '2' machines \*'n' jobs and '3' Machines \*'n' jobs and 'm' machines

##### 5 Network models

\*PERT & analyzing the PERT network \*CPM – critical path method

##### 6 Waiting Line Models

\*Structure of waiting line system \*Queuing models \*Single channel waiting model with poisson arrivals and exponential service times – Single server model – infinite population & finite population – Multi server model – infinite population

##### 7 Replacement theory

\*Replacement Policy for Equipment which Deteriorates gradually

\*Replacement of items that fail suddenly

## References

1. Aditham B. Rao Operations Research Jaico Publishing 2005
2. Anderson, Sweeney & Williams Quantitative Methods for Business Thomson Learning 2001
3. David R. Anderson Dennis J. Sweeney Thomas A. Williams Introduction to Management Science Thomson Learning 2005
4. Gillett Introduction to Operations Research TMH 2007
5. Hamdy A.Taha Operative Research – An Introduction PHI 2007
6. Harvey M. Wagner Principles Of Operations Research PHI 2007
7. Hiller S. Frederick and Lieberman J.Gerald Introduction to operations Research :Concepts and Cases Tata McGraw hill 2007
8. Nagaraj Balakrishnan & Ralph M. Stair Managerial Decision Modelling withSpreadsheets Pearson Education 2007
9. ND Vohra Quantitative Techniques in Management TMH 2007
10. R.Panneerselvam Operations Research PHI 2007
11. Render Quantitative Analysis for Management PHI 2002
12. Richard Bronson Govindasami Naadimuthu Operations Research TMH 2007
13. S Jaisankar Quantitative Techniques for Management Excel Books 2007
14. Sharma J.K, Operations Research : Theory & Applications Macmillan India Ltd, New Delhi 2007
15. Stevenson J. William and Ozgur Ceyhun Introduction to management Sciencewith spreadsheet Tata McGraw hill 2007

## PGDM 202 Marketing Management

### Objectives

- To understand and appreciate the concept of marketing in theory and practice
- To evaluate the environment of marketing and develop a feasible marketing plan (process)
- To have a basic understanding of consumer behavior and marketing research
- Planning, designing and implementing marketing strategy to achieve the long term
- objectives have been critical for any firm in a competitive market situation.

### Topic

1 Introduction to Marketing \*Definition of Marketing \*Nature and Scope of Marketing \*Marketing Process \* Marketing philosophies -production concept, product concept, selling concept and societal marketing concept)

2 Marketing environment

\*Demographic \*Economic \*Ecological \*Technological \*political  
\*cultural Facets of Marketing environment

3 STP

\*Market segmentation \*Targeting and Positioning \*Marketing Mix

4 Buying behaviour

\*Buying population \*Buying decision \*Buying participants \*Buying process

5 Product Planning

\*Product Life Cycle \*Product Line & Product Mix \*Product-line \*Branding  
\*New Product Development \*Packaging

6 Pricing Strategy

\*Methods of Pricing • Selecting the final price • Adopting price  
• Responding to Competitor's price changes

7 Marketing channels

• Channel design • Channel flows • Distribution Management • Retailing

8 Sales Management

• Sales force • Advertising • Publicity • Personal Selling • E- Marketing

9 Marketing in special fields

• Customer Relationship Management • Service Marketing • Marketing of non- business organization • International Marketing • Strategic Marketing

## References

1. Adrian Palmer Introduction to Marketing: Theory Oxford University Press 2004
2. B.K. Chatterjee Marketing Management Jaico Publishing 2006
3. Baker Marketing Strategy and Management Palgrave Macmillan 2007
4. Crainfield Marketing Management Palgrave Macmillan 2007
5. Czinkota & Kotable Marketing Management Thomson Learning 2006
6. David Jobber & John Fahy Foundations of Marketing TMH 2006
7. Dhruv Grewal & Michael levy Marketing TMH 2008
8. Gary Armstrong & Philip kotler Marketing: An Introduction Pearson Education 2005
9. Kurtz and Boone Principles of Marketing Thomson Learning 2006
10. Mc Daniel, Lamb & Hair Introduction to Marketing Thomson Learning 2006
11. Michael J. Etzel Bruce J. Walker Marketing concepts and cases TMH 2005
12. Philip Kotler & Gary Armstrong Principles of Marketing Prentice Hall of India 2007
13. Philip Kotler & Kevin lane keller Abraham Kashy Marketing Management: A South Asian perspective Pearson Education 2007
14. Rajagopal Marketing Management : Text and Cases Vikas publishing 2000
15. Rajiv Lal & V.Kasturi Rangan Marketing Management: Text and Cases TMH 2005
16. Ranjan Saxena Marketing Management TMH 2006
17. SHH Kazmi Marketing Management – Text and Cases Excel Books 2007
18. Tapan K Panda Marketing Management – Text and Cases Excel Books 2007
19. Zikmund and D' Amico Marketing Thomson Learning 2006

## **PGDM 203 Human Resource Management**

### **Objectives:**

\*To familiarize the students with various functions of Human Resources Management and emphasize on the integration Human Values with the organization with particular reference to India.

\*The objective of the course is to provide basic knowledge of functional area of Human Resource Management.

\*This course is designed to provide the essentials of human resource management for all future managers whether or not their career orientation lies in human resources.

Accordingly, the emphasis in this course is away from the nitty-gritty of HRM techniques and on the general issues that confront all managers in an organization.

### Topic

#### 1 Introduction to HRM

\*Meaning, Scope, Definition and Objectives of HRM \*Functions of HRM and Models of HRM \*Activities of HRM \*Challenges of HRM \*Role of HR Manager

#### 2 Human Resource Planning

\*HR Planning process \*Job analysis, Job description & Job specification  
\*Job Rotation, Job enlargement & Job enrichment

#### 3 Recruitment & Selection

\*Recruitment Process & Methods of Recruiting \*Selection process – type of tests & types of interviews \*Designing and conducting the effective interview \*Reference, background verification and medical evaluation \*HR interview, Job offer, Induction and Placement.

#### 4 Wage and Salary administration

\*Principles and techniques of wage fixation, job evaluation, incentive schemes

#### 5 Appraising and Managing Performance

\*Appraisal process, methods, and potential problems in performance Evaluations \*The appraisal interview and feedback interview. \*Methods to improve performance \*Career Planning and Development

#### 6 Training and Development

\*Nature of Training \*Methods of Training \*Training Need Assessment  
\*Training Design \*Training Evaluation

#### 7 Recent Trends in HR

\*HR outsourcing \*Management of Turnover and retention \*workforce Rationalization \*International HRM \*Quality of work life \*Industrial Relations \*Industrial Disputes and causes \*Remedial measures \*Collective Bargaining \*Grievance Management

## References

1. Biswajeet Pattanayak Human Resource Management Prentice Hall India 2005
2. Bratton Human Resource Management Palgrave Macmillan 2007
3. David A. Decenzo & Stephen P. Robbins Fundamentals of Human Resource Management Wiley Publications 2005
4. Gary Dessler A framework for HRM Pearson Education 2004
5. Gary Dessler Human Resource Management Pearson Education 2004
6. Gary Dessler Human Resource Management PHI 2004
7. H John Bernardin Human Resource Management – An experimental Approach TMH 2007
8. John M. Ivancevich Human Resource Management TMH 2007
9. Jon M. Werner & Randy L. Desimone Human Resource Development Thomson Learning 2006
10. K Aswathappa Human Resource & Personnel Management TMH 2005
11. Korczynski Human Resource Management in the Service Sector Palgrave Macmillan 2007
12. Luis R. Gomez – Mejia, David B. Balkin & Robert L. Managing Human Resources Pearson Education 2004
13. P. Jyothi & D.N. Venkatesh Human Resource Management Oxford University Press 2006
14. Raymond A. Noe John R. Hollenbeck Patrick M Wright Fundamentals of HRM TMH 2007
15. Raymond A. Noe John R. Hollenbeck Patrick M Wright Human Resource Management – Gaining a competitive advantage TMH 2006
16. Robert L. Mathis & John H. Jackson Human Resource Management Thomson Learning 2003
17. Scott Snell & George Bohlander Human Resource Management Thomson Learning 2007
18. T V Rao Human Resources Development Response Books (Sage Publications Ltd) 1996
19. VSP Rao Human Resource Management – Text and Cases Excel Books 2007
20. Wayne F. Cascio Managing Human Resources TMH 2006

## **PGDM 204 Management Information Systems**

### **Objectives**

- \*To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.
- \*To understand various MIS operating in functional areas of an organization and explain its relationship with the various activities of the organization.
- \*To understand how MIS is developed and implemented for various levels in an organization.
- \*To explore the use of some common IS development tools.

### **Topic**

#### **1 Introduction to Information Systems**

- \*Information Concepts
- \*System Concepts
- \*Information system: Definition & Components
- \*Computer Based Information Systems
- \*Business Information Systems

#### **2 Systems and Application Software**

- \*Overview of Software
- \*Systems Software Operating systems – Current, Workgroup and Enterprise Operating System
- \*Application Software Overview of Application Software Personal Application Software Group Application Software Enterprise Application software
- \*Programming Languages

#### **3 Database Management System**

- \*Hierarchy of Data
- \*Data Entities, Attributes and Keys
- \*Database Approach
- \*Relational Database Model
- \*Types of Database
- \*Data Definition Language
- \*Data Manipulation language
- \*Data Control Languages
- \*Popular Database Management Systems
- \*Data Warehousing & Mining

#### **4 Functional Aspects of MIS**

- \*Overview of MIS
- \*Financial Management information systems
- \*Manufacturing Management information systems
- \*Marketing Management information systems
- \*Human Resource Management information systems
- \*Accounting & Geographic Information Systems
- \*Overview of Decision Support system

#### **5 Enterprise Resource Planning**

- \*Overview of ERP
- \*Modules of ERP Packages
- \*Popular ERP Packages
- \*ERP Implementation

#### **6 System Development**

- \*Overview of systems development
- \*Systems development life cycles
- \*Factors affecting systems development success

## Reference Books

1. Ashok Arora & Akshaya Bhatia Management Information system Excel Books 2006
2. David Whiteley Introduction to Information Systems Palgrave Macmillan 2006
3. Frenzel Management of Information Technology Thomson Learning 2007
4. G V Satya Sekhar Management Information System Excel Books 2007
5. Gordon B. Davis & Margrethe H. Olson Management Information System TMH 2000
6. James O'Brien Management Information System TMH 2007
7. Jawadekar Management Information System TMH 2007
8. Kenneth C. Laudon & Jane P. Laudon Management Information System PHI 2006
9. Kenneth C. Laudon & Jane P. Laudon Management Information System Pearson Education 2006
10. Ralph Stair & George Reynolds Principles of Information Systems Thomson Learning 8th Edition, 2008
11. Ray Hackney & Dennis Dunn Business Information Technology Management Palgrave Macmillan 2006
12. Schultheis Management Information systems: The Manager's View TMH 2007

## **PGDM 205 Enterprise Quality Management**

### **Objectives**

\*To introduce the students to the basic concepts of total quality management from an enterprise perspective with focus on how TQM has become so important for all business enterprises in recent times.

\*To Familiarize the students to the Philosophy and Role of TQM in Revitalizing the Organization.

\*To Enable them to Acquire Requisite Diagnostic Skills and understand the Use of the Tools of TQM

### **Topic**

#### 1 Introduction to Quality

- \*Defining Quality \*Quality as a Management framework
- \*Quality & Competitive advantage \*Three levels of Quality
- \*Quality Philosophies \*Deming Philosophy \*Juran Philosophy
- \*Crossby Philosophy \*Comparison of Quality Philosophies
- \*Other Quality Philosophers \*A.V. Feigenbaum \*Kaoru Ishikawa
- \*Genichi Taguchi

#### 2 Quality Systems

- \*Quality Management Systems \* ISO 9000:2000 \* Six Sigma
- \* CMMI

#### 3 Total Quality Management

- \*Evolution of TQM \*Definition of TQM\*TQM Framework
- \*Stages in TQM Implementation \*TQM Roadmap

#### 4 Quality Tools

- \*Deming Wheel \*Zero Defect Concept \*Benchmarking \*Seven QC Tools
- \*FMEA \*Poka Yoke \*Five S \*Quality Circle \*Quality Function Deployment
- \*Taguchi's Robust Design \*Total Productive Maintenance \*Force Field analysis
- \*Tree & Matrix Diagram

#### 5 Cost of Quality

- \*Classification of failure cost \*Juran's Model of optimum quality costs
- \*Analysis of External & Internal Failure costs

## References

1. Adrian Wilkinson et al., Managing with Total Quality Management: Theory and Practice Palgrave Macmillan 2006
2. B.Janakiraman R.K. Gopal Total Quality Management Text and Cases Prentice Hall 2006
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5. Donna C.S. Summers Quality Management Pearson Education 2005
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7. Hubert K.Rampersad Managing Total Quality Tata McGraw Hill 2005
8. James R.Evans Total Quality Management, Organization and Strategy Thomson Learning 2005
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10. James R.Evans William M.Lindsay The Management and control of Quality Thomson Learning 2005
11. Kanishka Bedi Quality Management Oxford University Press 2006
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13. P.L Jain Quality Control and Total Quality Management Tata McGraw Hill 2001
14. P.N Mukherjee Total Quality Management Prentice Hall 2006
15. Sid Kemp,PMP Quality Management Demystified Tata McGraw Hill 2006
16. Subbraj Ramasamy Total Quality Management Tata McGraw Hill 2005
17. Suresh Lulla World Class Quality Tata McGraw Hill 2003

## **PGDM 206 Business and Law**

### **Objectives**

\*The objective of the course is to enable students understand the legal framework of business

\*The objective of this course is to provide the students with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders. As the business managers are called upon to create value, marshal resources and manage risk, it is imperative that they should understand fundamental legal issues pertaining to business world to enhance their ability to lead and delegate. A sound knowledge of the law is a strategic asset which if timely and properly applied will provide, the prospective managers and their organizations, immediate and long-term benefits and the ability to avoid costly mistakes.

### **Topic**

#### 1 Law of Contract

\*Meaning and Essentials of a valid contract \*Offer, Acceptance and Agreement \*Formation of Agreement \*Consideration and Contracts \*Performance of the contract \*Void Contract \*Contingent Contract \*Breach, Damages and compensation

#### 2 Law of Partnership

\*Concept and formation of partnership \*kinds of Partners \*legal relations between partners \*Rights of incoming and Outgoing partners \*Retirement and Expulsion \*Dissolution of firm

#### 3 Law of sale of goods

\*Definition and essentials of a contract of sale \*Goods and their classification \*Sale and transfer of ownership \*Transfer of title by non owners \*Performance \*Unpaid seller and his Rights – remedies for breach.

#### 4 Negotiable Instruments act

\*Concept of Negotiable Instruments and its importance \*Definition of promissory note \*cheque and bill of exchange \*Holder for value and holder in due course \*Types of negotiation – consignment – rights and duties of collecting and paying bankers – forgery.

#### 5 Company act

\*Types of company \*Registration of company \*Memorandum of Association \*Articles of Association \*Prospectus and raising of Capital \*Borrowing powers of the Company \*Board of Directors – Auditors – Meetings

## 6 Taxation

\*Direct taxes – Corporate tax – Concepts \*Indirect taxes – Sales Tax – Service Tax – VAT – Central and State – Customs and Excise duties – Concepts and applicability

## 7 Consumer Protection Act 1986

\*Object and Scope \*Definitions \*Rights of Consumers \*Remedies available to consumers

## References

1. C L Bansal Business and Corporate Laws Excel Books 2006
2. K.R. Bulchandani Business Law for Management Himalaya Publishing House 2006
3. MC Kuchhal Deep Prakash Business Legislation for Management Vikas Publishing 2007
4. N.D. Kapoor Elements of Mercantile Law Sultan Chand & Sons 2003
5. P C Tulsian Business and Corporate Law TMH 2007
6. P.K.Goel Business Law for Managers Biztantra – Dreamtech Press 2006
7. Pathak Legal Aspects of Business Tata McGraw Hill 2005
8. S.N.Maheshwari & Maheshwari, Business Regulatory Framework Himalaya Publishing House 2006

## **PGDM 207 Software for Business Applications**

### Objectives

- \*Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision.
- \*Providing the necessary skills to understand and use various commonly used software in various functional areas in an organization.

### Topic

#### 1 MS Office

\*MS Word \*MS Power Point \*MS Excel \*MS Access

#### 2 Management software Packages

\*Accounting Packages – Tally, Ex, SAPM, Metastock etc \*Marketing

Research packages – SPSS, SAS and MINITAB \*

Production Management Packages – POM & TORA

#### 3 Database Management Packages

\*Oracle \*SQL Server

#### 4 In-House Development of a package

### References

1. Ajai S. Gaur Sanjaya S. Gaur Statistical methods for Practice and research – A guide to data analysis using SPSS Sage Publications Ltd (Response Books) 2006
2. AK Nadhani KK Nadhani Implementing Tally 9: Comprehensive guide for Tally 9 & 8.1 BPB Publications 2007
3. Alexis Jeon Introduction to computers with MS Office Tata- McGraw-Hill 2007
4. Carver Doing Data analysis with SPSS Thomson Learning 2006
5. Namrata Agrawal Financial Accounting using Tally 6.3 Dreamtech Press 2006
6. Nargundkar Marketing Research – Text and Cases TMH 2007
7. Norman Gaither Operations Management with POM Software CD Thomson Learning 2007
8. Ramon A Mata – Toleda Pauline K. Cushman Database Management system TMH 2007
9. Rob & Coronel Database systems Thomson Learning 2006

## **THIRD TRIMESTER**

### **PGDM 301 Financial Management**

Objective : To provide the students a comprehensive orientation about financial management operations

To familiarize students with the financial management practices with the help of case studies

#### **Topic**

##### **1 Overview of Financial Management**

\*Introduction – Nature & Scope \*Finance Functions – Goals of Financial Management \*Financial Manager's Role \*Time value of Money \*Risk and Return \*Valuation of shares and bonds

##### **2 Capital Budgeting**

\*Nature and Principles \*Cash Flows \*Discounting cash flow techniques \*Non- Discounting cash flow techniques

##### **3 Cost of Capital**

\*Concept of cost of capital \*Determining Component Cost of Capital \*Specific Cost of Capital \*Overall cost of capital

##### **4 Capital Structure**

\*Theories of Capital Structure \*Designing Capital structure \*Financial and Operating leverages

##### **5 Dividend Policy**

\*Objectives of Dividend Policy \*Practical Consideration In Dividend Policy \*Types of dividend \*Dividend theories

##### **6 Working Capital Management**

\*Principles and Concepts of Working Capital \*Operating Cycle \*Determinants Of Working Capital \*Receivables Management \*Inventory Management \*Cash Management \*Short Term finance

##### **7 Financial Management Practices in Indian Business-Cases**

## References

1. Eugene F.Brigham Joel F.Houston Fundamentals of Financial Management Cengage Learning 2004
2. Eugene F.Brigham Michael C.Ehrhardt Financial Management Theory and Practice Cengage Learning 2005
3. Geoffrey Knott Financial Management Fourth Edition Palgrave Macmillan 2007
4. I M Pandey Financial Management Ninth Edition Vikas Publishing House 2006
5. I M Pandey Ramesh Bhat Cases in Financial Management Tata McGraw- Hill Publishing 2006
6. James C. Van Horne Financial Management & Policy Prentice Hall of India Private Ltd. 2002
7. Khan Jain Financial Management Tata McGraw- Hill Publishing 2005
8. Lawrence J.Gitman Principles of Managerial Finance : Eleventh Edition Pearson Education 2006
9. P.V. Kulkarni B.G. Satyaprasad Financial Management Himalaya Publishing House 2007
10. Paresh P Shah Financial Management Biztantra 2007
11. Prasanna Chandra Fundamentals of Financial Management : Fourth Edition Tata McGraw- Hill Publishing 2005
12. Preeti Singh Fundamentals of Financial Management Ane Books 2008
13. Robert F.Bruner Case Studies in Finance Fifth Edition Tata McGraw- Hill Publishing 2007
14. Sudhindra Bhat Financial Management Principles and Practice Excel Books 2007

## **PGDM 302 Productions and Operations Management**

### **Topic**

1 Production and Operation Management (POM) \*Need, Evolution, System, Types, functions and communication in POM \*Life cycle of production system \*Different types of Production/ Operations Decisions \*Operation Strategy

2 Product, Process and Service Design  
\*Developing New Product \*Improving design of existing product \* Designing and developing new services \*Types of Process Designs  
\*Factors affecting process design decisions

3 Production Planning and control  
\*Aggregate Planning \*Master Production Schedule \*Material Requirements Planning, \*Manufacturing Resource Planning \*Capacity Requirements Planning \*Vendor Requirements Planning  
\*Operations Scheduling

4 Productivity Improvement Techniques  
\*Business Process Reengineering \*JIT and Kanban System \*Learning Curves \*Value Analysis\*Manufacturing Automation \*Project Management – Concept, Elements and Life Cycle \*ABC and VED Analysis

5 Global Manufacturing Practices  
\*Flexible Manufacturing System \*Lean Manufacturing \*Agile Manufacturing  
\*E-Manufacturing \*Virtual and Collaborative Manufacturing

6 Facility and Layout Location  
\*Facility Location Decisions – Selections of country, region and site.  
\*Facility Layout Decision – Types (Fixed Position, and Production, Process, Flexible)  
\*Methodologies (Distance Minimising, Computer software systems (CRAFT, CORELAP, ALDEP)

7 Work and Motion Study  
\*Concepts and Role of work study for improving productivity \*Work study procedure \*Design of workplace layout \*Work measurement

## References

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2. James R. Evans David A. Collier Operations Management: An Integrated goods and Services Approach Cengage Learning 2007
3. Joseph G. Monks Sahaum's Outlines Operations Management Tata McGraw- Hill Publishing 2004
4. Joseph S. Martinch Production and Operations Management John Wiley Publishing 1997
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7. Norman Gaither & Gregory Frazier Operations Management With CD Cengage Learning 2007
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9. Ray Wild Operations Management Sixth Edition Cengage Learning 2003
10. Richard B Chase F Robert Jacobs Nicholas J Aquilano Nitin K Agarwal Operations Management for Competitive advantages Tata McGraw- Hill Publishing 2006
11. Russel Operations Management Fifth edition Wiley India 2007
12. S N Chary Productions and Operations Management Tata McGraw- Hill Publishing 2004
13. S.A. Chunawalla D.R. Patel Production and Operations Management Himalaya Publishing House 2008
14. Upendra Kachru Production and Operations Management : Text and Cases Excel Books 2007
15. William J. Stevenson Operations Management Eighth Edition Tata McGraw- Hill Publishing 2005

## **PGDM 303 Global Business Management**

### **Topic**

#### 1 Introduction

\*Nature and characteristics of International Business \*Forms of international business \*International trade – exports and imports \*FDI \*Economic Theories

#### 2 International Business Environment

\*Globalization of business \*Economic, political and cultural environment of international business \*WTO – Structure, features and functions \*Trade Liberalizations

#### 3 Multinational Corporations

\*Features of MNCs, \*Classification of MNCs, \*Role of MNCs in developing countries \*Drawbacks of Multinational Corporations. \*Conflict in MNCs \*Role of MNCs in developing countries

#### 4 Trade Blocks

\*Types of Regional Groupings \*Inter-regional trade among regional Groups

#### 5 International Financial Market

\*NASDAQ \*EXIM Banking \*Exchange Rate Mechanism \*Foreign exchange market \*Export Credit Guarantee (ECGC)

#### 6 Export Procedure and Documentation

\*Steps in export procedure \*Documents – Pre-shipment document \*Documents related to goods \*Certificate related to shipments \*Documents related to payment \*Documents related to inspection \*Documents related to excisable goods.

## References

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2. Francis Cherunilam International Business Text and Cases Prentice Hall Publishing 2007
3. Justin Paul International Business Prentice Hall Publishing 2007
4. K Aswathappa International Business Second Edition Tata McGraw- Hill Publishing 2006
5. Michael R. Czinkota Ilkka A.Ronkainen Michael H.Moffett International Business Seventh Edition Cengage Publishing 2005
6. Mukesh Chaturvedi Aseem Kumar Managing Global Business Excel Books 2005
7. Shekar International Business with Geodiscoveries w/CD Wiley India 2007

## **PGDM 304 Integrated Strategic Management**

### **Objective**

To understand the strategic management process from an integrated and holistic view

To formulate strategy for an organization

To be able to carry out strategy audit in an organization

### **Topic**

#### 1 Introduction to strategic management process

\*Mission, Vision, Objectives, strategy \*Need and Challenges for strategic management model \*Learning organization, Role of Board of Directors and Top Management \*Social Responsibility of strategic decision making

#### 2 Opportunity & Threat Analysis

\*Analysis of Societal Environment \*Scanning the external Environment, strategic Myopia, \*Industry analysis, Porters 5 forces model driving industry competition, Forecasting

#### 3 Strength and Weakness Analysis

\*Organizational analysis \*Value chain analysis \*Scanning functional Resources \*Strategic audit

#### 4 Business Strategy

\*Situation analysis using SWOT tool, strategic gap identification  
\*Generating alternatives strategies using TOWS matrix  
\*Competitive strategies, cooperative strategies

#### 5 Corporate and Functional Strategy

\*Directional Growth strategy, Merger & Acquisition, Portfolio analysis  
\*Core competencies, Outsourcing, Marketing, Financial, Operation, R&D, Purchasing, Logistics, HRM and Information system strategies, Strategic choice and Developing Policies

#### 6 Strategy Implementation

\*Developing program, Budgeting, procedure \*Stages of corporate development, types of organization structure \*Staffing, Culture and Management to implement the strategy

#### 7 Evaluation and Control

\*Measuring Performance, problem in measuring performance \*Control and strategic audit

## References

1. Ajit Prasad Extremely Short Cases on Strategic Management Excel Books 2003
2. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting and Executing Strategy Concepts and Cases Tata McGraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy and Strategic Management Tata McGraw- Hill Publishing 2002
4. Charles W.L. Hill Gareth R. Jones Strategic Management An Integrated Approach Biztantra An Imprint of Dreamtech 2004
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12. Parnell Strategic Management: Theory and Practices Wiley India 2007
13. Petter Fitzroy James M. Herbert Strategic Management Creating value in a turbulent World John Wiley & Sons 2006
14. Robert A.Pitts David Lei Strategic Management Cengage Learning 2006
15. S B Budhiraja M B Athreya Cases in Strategic Management Tata McGraw- Hill Publishing 1996
16. Sukul Lomash P K Mishra Business Policy and Strategic Management Vikas Publishing House 2005
17. Upendra Kachru Strategic Management Excel Books 2005
18. V S P Rao V Hari Krishna Strategic Management Text and Cases Excel Books 2003

## **PGDM 305 Business Research Methods**

### **Topic**

#### 1 Business Research

\*Introduction, Definitions, nature, scope \*Concept, Significance  
\*Research Process \*Hypothesis Testing

#### 2 Research Problem

\*Defining the research problem \*Formulation of research problem  
\*identification and selection of problems in Management  
\*Research design and experimental design in Management

#### 3 Methods of data collection

\*Primary data collection: Qualitative & Observation Research  
\*Primary data-collection techniques \*Qualitative Research Techniques  
1) Focus Groups 2) Depth Interviews 3) Projective Techniques  
\*Observation Research Techniques \*Survey Techniques- Questionnaire  
Design and Testing Secondary data collection \*Role of secondary data in  
management research \*Sources and Limitations of secondary data

#### 4 Measurement & Scaling Techniques

\*Measurement in Research \*Basic Scaling Techniques: Nominal – Ordinal  
- Interval – Ratio \*Measuring Attitude : Comparative Rating Scale - Non  
Comparative - Rating Scale \*Itemized Rating Scale \*Meaning & Relationship  
of Reliability & Validity

#### 5 Sampling Theory

\*Basis of sampling \*Sampling Process \*Types of sampling – probability  
& non probability sampling

#### 6 Data Analysis

\*Multivariate Analysis \*Factor Analysis \*Cluster Analysis \*Correspondence  
Analysis and \*Conjoint Analysis \*Application of SPSS and MINITAB

#### 7 Report Preparation

\*Interpretation and report writing \*Meaning and techniques of interpretation  
\*Significance of report writing \*Different types and steps in report writing

## References

1. Alan Bryman Emma Bell Business Research Methods Oxford 2003
2. Dipak Kumar Bhattacharyya Research Methodology Excel Books 2006
3. Donald R.Cooper Pamela S.Schindler Business Research Methods Ninth Edition Tata McGraw- Hill Publishing 2006
4. Kothari Research Methodology New Age Publishers 2005
5. R Nandagopal K Arul Rajan N Vivek Research Methods in Business Excel Books 2007
6. S.N.Murthy U.Bhojanna Business Research Methods Excel Books 2008
7. Teresa Brannick William K.Roche Business Research Methods Jaico Publishing House 2007
8. Trochim Research Methods Wiley India 2007
9. Uma Sekaran Research Methods for Business Wiley India 2007
10. William G.Zikmund Business Research Methods Cengage Learning 2003

## **PGDM 306 Intellectual Property Rights**

### **Objective**

The course is aimed at providing an overview of the basic concepts of Intellectual Property.. The course is highly participative and thought provoking. All concepts and cases will be explained in simplified jargon for easy understanding.. The course will cover the Patents, Design, Trademark, Copyright, Geographical Indication, Integrated Circuit and IP Management. The objective of this course is to expose the students about theories of IP Management and practice of IPR.

### **Topic**

#### **1 Fundamentals of IPR**

\*Introduction to IPR \*Need for IPR \*General framework of IPR  
\*IPR Legislations in India \*Agreement on Trade-related aspects of IPR \*WIPO \*Consequences of IPR Protection in developing Countries \*Practical IPR issues in developing business plan

#### **2 Patents and Design**

\*Patents and Patent information \*Need for Patent \*Patentable and Non-Patentable Invention \*Types of Patent application in India \*PCT System  
\*Guidelines for Registration of Patent \*Patent filing, Opposition and Grand  
\*Concept of design. \*Design Act 2000. \*Need for protection of design  
\*Essential Requirements for Registration of Design \*Procedure for Registration of Design

#### **3 Trademark and Integrated Circuits**

\*Concept, Purpose, Characteristics and functions of Trademark. \*Trade mark Act \*Trademark Search \*Trade Secret \*Guidelines for Registration of Trademark \*Registration Procedure \*NICE Classification \*Collective Trademark \*Community Trademark \*Sales, Transfer and Licensing of Trademark \*Concept of Integrated Circuit Layout design \*Registration of Integrated Circuit Layout design \*Semiconductor Chip Protection

#### **4 Copyright and Geographical Indications**

\*Concept of Copyright \*Works Protected and Not Protected by Copyright  
\*India Copyright Law \*Rights Conferred by Copyright \*Copyright infringement  
\*Computer Program and Database Copyright \*Registration of Copyright in India  
\*Copyright in Digital era. \*Concept of Geographical Indications \*Geographical Indications Act \*Filling and Granting of Geographical Indications in India  
\*Registration of Geographical Indications in India

#### **5 IP Management**

\*IPR Audit \*Trademark Audit \*Range of IP Services \*Classification

of IP Services \*IPR Regime \* Principles of IP Management \*Sectoral IPR

## **References**

1. Deborah E. Bouchoux Intellectual Property for Paralegals Cengage Learning 2005
2. Prabuddha Ganguli Intellectual Property Rights Tata McGraw Hill 2001
3. R. Radhakrishnan, S. Balasubramanian Intellectual Property Rights : Text and Cases Excel Books 2008
4. Richard Stim Intellectual Property: Patents, Trademarks and Copyrights Cengage Learning 2000

## **PGDM 307 Contemporary Corporate Practices (Field Study, Case Presentation & Seminar)**

### **Topic**

#### 1 Business Ethics

\*Conflict Strategy \*Employee Privacy \*Workplace Safety  
\*Business Practices in Foreign Countries \*Business and its Shareholders  
\*Contract Relations \*Product Safety \*Advertising Ethics

#### 2 Marketing

\*E-Marketing \*Technology Marketing \*CRM \*Tele Marketing  
\*Rural Marketing \*Relationship Marketing \*Preparation of Business Plan.

#### 3 Human Resource

\*HR forecasting \*Innovation \*Creativity \*Knowledge management  
\*E-Recruitment \*Modern Training and Development Tools \*Performance Management

#### 4 Finance

\*Financial Institutions \*International Finance \*Mutual Benefit Funds  
\*Preparation of Project Report for New Product / Service \*Financial Management Issues in National / International Scenario

#### 5 Operation and Systems

Japanese Manufacturing System, e-Production \*e-Maintenance  
\*Software Quality \*Software Reengineering \*Software Outsourcing  
\*e-Business \*Consultancy Service Management  
\*Software Infrastructure Management

### References

1. Marianne M. Jennings Business Ethics: Case Studies and Selected Readings Cengage Learning 2006
2. O'Guinn Allen Semenik Advertising & Integrated Brand Promotion Cengage Learning 2006
3. Pandey Contemporary Indian Marketing Cases Wiley India 2007
4. Paul Greenberg CRM at the Speed of Light Tata McGraw Hill 2007

