FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT
(P.G.D.B.M)
(SEMESTER: I & II)

Session: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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### Scheme

**SEMESTER - I**

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject</th>
<th>Marks</th>
<th>Number of Periods in a Week</th>
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<tbody>
<tr>
<td>PGDBM101</td>
<td>Management and Organizational Behaviour</td>
<td>50</td>
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<tr>
<td>PGDBM102</td>
<td>Business Economics and Environment</td>
<td>50</td>
<td>6</td>
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<tr>
<td>PGDBM103</td>
<td>Financial Accounting</td>
<td>50</td>
<td>6</td>
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<tr>
<td>PGDBM104</td>
<td>Marketing Management</td>
<td>50</td>
<td>6</td>
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<tr>
<td>PGDBM105</td>
<td>Human Resource Management</td>
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<tr>
<td>PGDBM106</td>
<td>Seminar</td>
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**SEMESTER - II**

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<tr>
<td>PGDBM202</td>
<td>Management and Cost Accounting</td>
<td>50</td>
<td>6</td>
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<tr>
<td>PGDBM203</td>
<td>Business and Labour Laws</td>
<td>50</td>
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<td>PGDBM204</td>
<td>Advertising and Sales Management</td>
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<td>PGDBM205</td>
<td>Entrepreneurship and Business Strategy</td>
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<td>6</td>
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<td>PGDBM206</td>
<td>Seminar</td>
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PG DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER-I)

PGDBM: 101 MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Time Allowed: 3 Hours

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

SECTION B
Staffing: Importance of Human Factor, Manpower Planning Process.

SECTION C
Directing: Communication, its Meaning, Process, Types, Barriers and Solutions, Motivation, its Meaning, Importance, Maslow’s Need Hierarchy, Theory X and Y.

SECTION D
Behaviour: Groups in Organisation, Conflicts and Organizational Change and Development.

Recommended Readings:
PG DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER-I)

PGDBM:102 BUSINESS ECONOMICS AND ENVIRONMENT

Time: 3 Hrs. Max. Marks: 50

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


Demand Analysis: Law of Demand, Elasticity of demand, and methods for measuring elasticity of Demand.

SECTION B

Indifference Curve Analysis: Definition, Properties, Price Line Price Substitution and Income effect derivation of demand curve from indifference curve.

Cost Theory: Types of costs, short and long period cost functions.

Market Conditions: Price determination under perfect and imperfect competition

SECTION C


SECTION D


Recommended Readings:

PG DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER-I)

PGDBM: 103  FINANCIAL ACCOUNTING

Time: 3 Hrs.  Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


SECTION B


Trial Balance: Importance of Trial Balance and Methods of Preparing, Errors and its Rectification.

Bank Reconciliation Statement.

SECTION C

Bills of Exchange and Promissory Notes.

Depreciation Accounting: Meaning and Objectives of Charging Depreciation, Methods of Charging Depreciation

SECTION D

Final Accounts: Preparation of Trading and Profit and Loss Accounts and Balance Sheet of Sole Traders and Partnership Firms. Final Accounts of Companies (Excluding Managerial Remuneration).

Accounts of Non-Profit Organisations: Receipt and Payment Accounts, Income and Expenditure Accounts and Balance Sheet.

Recommended Books:

PG DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER-I)

PGDBM104  MARKETING MANAGEMENT

Time: 3 Hrs.  Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Marketing: Meaning, Traditional and Modern Concept of Marketing, Marketing and its Basic Tasks in Economic Development. Functions of Marketing.
Market Segmentation: Its Importance, Factors on Which it Depends and Limitations

SECTION B
Marketing Planning and Developing Appropriate Marketing Organisation.
Marketing of Services.
Export Marketing.
Digital Marketing: E-Definitions, Viral Marketing, E-mail Marketing.

SECTION C

SECTION D
Distribution Channels: Types, Factors Affecting Channel Selection, Retailing, Whole Selling.
Promotion decision: Objectives, Promotion Mix, Promotion Methods.

Recommended Readings:
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management: Planning, Control. New Delhi, MacMillian, 2002
PGDBM:105 HUMAN RESOURCE MANAGEMENT

Time: 3 Hrs. Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Introduction: Meaning, Functions, Organisation Structure and its Relation with Other Departments.

Manpower Planning: Recruitment, Selection Procedure.

SECTION B

Training and Development of man power, Staff Appraisal. Job Description, Specification and Evaluation.

SECTION C

Basis of Remuneration and Incentive System, Fatigue, Accidents, Absenteeism and Labour Turnover.


SECTION D


Human Resource Development system in Indian Corporate sector. Recent experiences in Indian Companies.
Recommended Readings:

SEMINAR
PGDBM106

Max. Marks: 50
Instructions for the Paper Setters:

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SECTION A

Production Planning and Control Function.
Material Requirement Planning.
Aggregate Planning.

SECTION B

Production Inventory Systems.
Forecasting for Inventory and Production Control.
Job Shop Planning, Scheduling and Control

SECTION C

Quality Control Procedures and Techniques.
Just in Time Production.
Line Balancing.

SECTION D

Planning for Higher Volume Standardized Products.
Procedure and Documentation in Production Planning and Control.
Application of Computer in Production Planning and Control.
Recommended Readings:

PG DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER-II)

PGDBM202 MANAGEMENT AND COST ACCOUNTING

Time: 3 Hrs. Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Cost Accounting: Meaning of cost accounting, Difference between cost accounting and financial accounting, its importance and Limitation; Classification of costs, elements of cost, material, labour and overhead.

SECTION B

Methods of Costing: Introduction to Unit and output costing contract costing, process costing.

Cost Control Techniques: Marginal Costing and Cost volume Profit analysis, Budgeting and Budgetary Control.

SECTION C

Concept of Management Accounting: Functions, Role and Scope of Management Accounting. Analysis and Interpretation of Financial Statements.

Ratio Analysis: Meaning, Nature and Interpretation of Ratios, Classification of Ratios.

Preparation of Cash flow Statement (As per AS-3).

SECTION D

Management Information System: Significance, Principles and Essential of a Good M.T.S., Meaning and Modes of Reporting, Principles of Sound and Effective Reporting, Reports useful for different levels of management.
Recommended Readings:

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


SECTION B

Indian Partnership Act 1932.
Sales of Goods Act, 1930.

SECTION C

The Factories Act, 1948

SECTION D

The Payment of Wages Act, 1936.
Industrial Disputes Act, 1947.

Recommended Readings:

PGDBM204  ADVERTISING AND SALES MANAGEMENT

Time: 3 Hrs.                          Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


Setting Advertising Objectives: Functions of Objectives, Behavioral Dynamics, the DAGMAR Approach.

SECTION B

Building Advertising Programme: Message, Theme, Copy, Appeals, Layout.

Advertising Media: Media Planning, Media Selection and Scheduling Advertising Budget.

SECTION C

Measuring Advertising Effectiveness: Pre-testing and Post-testing copy.

Advertising Agency: Organisation Structure, Role and Functions, Legal, Ethical and Social Aspects of Advertising

SECTION D

Nature and Scope of Sales Management: Setting and Formulating Personal Selling Objectives. Recruiting and Selecting Sales Personnel.

Developing and Conducting Sales Training Programmes.

Supervision and Motivation of Sales Personnel.

Designing Territories and Allocating Sales Efforts, Objectives and Quotas for Sales Personnel.

Developing and Managing / Sales Evaluation Programme, Sales Cost and Cost Analysis.
Recommended Readings:
PG DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER-II)

PGDBM 205 ENTREPRENEURSHIP AND BUSINESS STRATEGY

Time: 3 Hrs.  Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


Entrepreneurs: Functions, Types, Traits, difference between managers and entrepreneurs. Creativity and Innovation: creativity process, barriers to creativity, developing individual creativity, enhancing organizational creativity, common sources of new venture ideas

SECTION B


Role of Entrepreneurship in Economic Development. Role of government towards entrepreneurial development

SECTION C

Entrepreneurial decision making.
Setting Up a Small Business Enterprise; Business Plan: Elements, Preparation.

Sources of finance: Debt/Equity Financing, Support from banks and other financial institutions, venture capital.

SECTION D

Strategic Management: Meaning, levels of strategy. Corporate Vision, Mission, Objectives and goals.
Process of Strategy formulation

Environment analysis: External and Internal - SWOT analysis, Porter’s five forces model, PEST, Value chain analysis, Resource based view, McKinsey’s 7s Framework, Generic strategies.
Suggested readings:
