

PGDM1CP01: STATISTICS FOR MANAGEMENT

Subject Credits: 4

Hours per week: 4

Total Hours Required: 50 Hrs.

Module 1	(16 Hrs.)
Quantitative data interpretation in managerial decision making: collection - classification - tabulation - frequency distribution, measures of central tendencies and measures of dispersion	
Module 2	(10 Hrs.)
Correlation: Types, Karl Pearson's Correlation Coefficient, Correlation and Probable error, Rank Correlation coefficient, Multiple correlation; Regression: Regression lines and equations, Regression equations in case of correlation table, Standard error of estimate	
Module 3	(8 Hrs.)
Basic probability concepts: conditional probability – Baye's theorem; Probability distributions: binominal Poisson and normal distributions	
Module 4	(11 Hrs.)
Statistical Data Analysis: hypothesis testing for means and proportions and for difference of means and proportions (t-Test), Chi-square test, F-test, analysis of variance - one way and two way	
Module 5	(5 Hrs.)
Simulation: Random Numbers Table, Monte Carlo simulation	
<u>Textbooks and References:</u>	
<ol style="list-style-type: none"> 1. Statistical Methods — S.P.Gupta, Sultan Chand & Sons 2. Fundamental of statistics - S.C.Gupta, Himalaya Publishing House. 3. Probability and Statistics — Murray Spiegel, Schaum Series 4. Statistics for Management – Richard L.Levin, David S.Rubin, Massod H.Siddiqui, Sanjay Rastogi – Pearson Pubilisher 5. Business Statistics — Kazmier, Schaum Series 6. Basic Business Statistics — Bereuram and Levine 7. Quantitative Methods — Anderson, Sweeny & William 	

PGDM1CP02: ECONOMICS FOR MANAGERS

Subject Credits: 4

Hours per week: 4

Total Hours Required: 40 Hrs.

Module 1: Introduction to Economics	(10 Hrs.)
Basic concepts; Nature and Scope of Economics;, Difference between Micro & Macro Economics; application in basic decision making Scarcity and Choice; Production Possibility Curve; Partial Equilibrium and General Equilibrium Analysis. Demand Theory; Elasticity of Demand; Supply	

Function; Equilibrium of Demand and Supply; Elasticity of Supply	
Module 2: Consumer Behavior	(8 Hrs.)
Choice and Utility Theory; Law of Diminishing Marginal Utility; Equi-Marginal Utility; Income and Substitution Effect; Indifference Curve; Consumer Surplus	
Module 3: Production and Cost Analysis Function	(8 Hrs.)
Production Function; Concepts of Product; Short-run and Long-run; Returns to Scale; Production with One Variable Output; Production with Two Variable Output - Cost Function, Types of Costs (Total, Marginal, and Average Cost Curves); Short run vs Long run decisions; Break-even analysis; Shutdown Point; Economies of Scale	
Module 4: Market Analysis	(8 Hrs.)
Market Forms, Perfect Competition, Monopoly, monopolistic, oligopoly. Output and Price determination. Short run and long run equilibrium. Cartels and collusions, Effects of Taxes on Price and Output	
Module 5: Theories in economies and National Income	(6 Hrs.)
Theories of Factor Pricing; Theories of Rent; Theories of Wages; Theories of rate of Interest; Theories of Profit. – Concept of GDP, NI, per capita income, PPP National Income. Business Cycle and business forecasting	
<u>Textbooks and References:</u>	
1. Gethika, Piyali Ghosh & Purba Roy Choudhury, “Managerial Economics”, Tata McGraw Hill	
2. Pindyck Rubinfeld & Mehta, “Microeconomics”, Pearson	
3. Ritika Sinha, “Economics for Manager”, SBPD Publishing House	
4. Pannerselvam/Sivasankaran/Senthilkumar, “Managerial Economics”, Cengage Learning	
5. Dwivedi D.N, “Managerial Economics”, Vikas Publication	

PGDM1CP03: ORGANIZATIONAL BEHAVIOR

Subject Credits: 3

Hours per week: 4

Total Hours Required: 40 Hrs.

Module 1	(7 Hrs.)
The meaning of OB, Why study organizational behaviour, Organizational behaviour models, Benefits of studying OB, Inter- disciplinary subject	
Module 2	(8 Hrs.)
Organization Structure- Organization Design, Mechanism for Designing structure. Personality- Determinants of Personality, Personality and Behavior and Organizational applications of Personality	

Module 3	(7 Hrs.)
Perception – Applications of Managerial Perception, Attitudes and Values – Concept of Attitudes, Theories of attitude formation, factors in attitude formation, Attitude measurement and change. Values- Factors in value formation, types of values	
Module 4	(7 Hrs.)
Learning – Learning Theories, cognitive Theory of Learning, social Learning, Integrating various learning theories and Reinforcement its Types	
Module 5	(6 Hrs.)
Motivation – Behavior, Theories of motivation and group behavior. Communication – Principles of communication, Leadership, Managerial Grid, Traits / Qualities of a good leader	
Module 6	(5 Hrs.)
Leadership- Situational Theory of Leadership, Managing change, Resistance to change. Managing conflicts and Organization Development	
<u>Textbooks and References:</u>	
<ol style="list-style-type: none"> 1. Organizational Behavior, Stephen P Robbins, Pearson Publication 2. Organizational Behavior, Mishra, M.N.Vikas 3. Management and Organizational Behavior, Pierce Gardner, Cengage. 4. Management and Organizational Behavior, P.SubbaRao, Himalaya Publishing House 5. Management – Tasks and Responsibilities – Peter F.Drucker 6. Essentials of Management – Koontz and O'Donnell , E-McGraw Hill 7. Introduction to Management – Fred Luthans – McGraw Hill 	

PGDM1CP04: ACCOUNTING FOR MANAGERS

Subject Credits: 4

Hours per week: 4

Total Hours Required: 50 Hrs.

Module 1: Basics of Accounts	(6 Hrs.)
Introduction, Meaning and Definition, Understanding Accounting Concepts, Conventions, (GAAP), Forms of Business Organizations, Purpose of Accounting, Branches of Accounting, Basic Terminology, Transactions leading to Final Accounts. Ethics and Fraud Issues in Accounting. Financial Accounting v/s Management Accounting	
Module 2: Financial Statements	(10 Hrs.)
Preparation of Income Statement, Balance Sheet as per companies Act 2013, Depreciation and its Accounting.	
Module 3: Financial Analysis	(8 Hrs.)

Types of Financial Analysis, Problems on Comparative Statements, Common Size Statements, Trend Analysis. Interpretation	
Module 4: Ratio Analysis	(10 Hrs.)
Meaning and Significance of Ratios, Mode of Expression, Liquidity Ratios, Profitability Ratios, Capital Structure Ratios	
Module 5: Analysis of Fund Flow and Cash Flow Statements	(10 Hrs.)
Introduction, meaning and importance, Distinction between FF and CF Statements. Preparation and limitations of FF and CF statements	
Module 6: Cost Accounting and Management Reporting	(6 Hrs.)
Cost accounting and management reporting: Elements of cost, classification of cost, preparation of cost sheet.	
Introduction to management reporting, feature of good reporting general principles of good reporting, kinds of reporting	
<u>Textbooks and References:</u>	
1. Managerial perspective – R. Narayanaswamy	
2. Accounting & finance for bankers – Indian institute of banking and finance	
3. Cost and managerial accounting – Duncan Williamson	
4. Financial analysis and modeling – Chandan senguptha	
5. Accounting for Managers- S P Jain, K L Narang, and Simmi Agarwal.	

PGDM1CP05: CORPORATE COMMUNICATION

Subject Credits: 2

Hours per week: 2

Total Hours Required: 30 Hrs.

Module 1	(5 Hrs.)
Introduction: nature of managerial communication, the communication process. Effective communication and barriers to communication, communication skills; writing, reading, logic, analysis	
Module 2	(6 Hrs.)
The Importance of Listening in the Workplace: listening Introduction, what is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context	
Module 3	(5 Hrs.)
Types and Channels of Communication: Introduction, Types of Communication, Classification of Communication Channels. Written Business Communication: Principles of Effective Business Correspondence; Formal and Informal Letters; Letters of Request and Complaint; Positive and	

Negative Writing; Accepting and Declining Letters; E- Mail and Web Writing; Job Applications	
Module 4	(8 Hrs.)
External Business Communication: Introduction, Communication with Media through News Releases, Communication about the Organization through Advertising	
Module 5	(6 Hrs.)
Internal Business Communication: Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings. Electronic Media and Shareholder Communication: Introduction, what is an Intranet? , Communicating through Email, Communication with Shareholders	
<u>Textbooks and References:</u>	
<ol style="list-style-type: none"> 1. Better Business Communication — Denish Murphy 2. Written Executive Communication - Shurter 3. Model Business Letters - Gartside 4. Business Communication — Lesikar — Pettit - Flattery 5. MLA's Handbook. 6. Business Research Methods- Cooper and Schneider 7. Business Research Methods - Zikmund 	

PGDM1CP06: PRINCIPLES AND PRACTICES OF BUSINESS MANAGEMENT

Subject Credits: 3

Hours per week: 4

Total Hours Required: 30 Hrs.

Module 1: Introduction to Management	(7 Hrs.)
Definitions, nature and scope of management , functions and process of management - evolution of management theory from Taylor, Fayol, Drucker to the present. Growth of professional management in India. Ethics in management	
Module 2: Planning	(5 Hrs.)
Planning process, Types of plans, strategic v/s Operational plans, models of strategy formulation, linking strategy to structure	
Module 3: Organizing	(5 Hrs.)
Concept, Nature and process of organizing, Authority and responsibility, Delegation and empowerment, Centralization and decentralization, Concept of Departmentation	
Module 4: Decision Making	(6 Hrs.)
Managerial decision - making process and models, steps in rational decision - making, creativity and	

group decision - making
Module 5: Organizations (7 Hrs.)
Organizational theories and design, various forms of organization structures, span of management principles of coordination, authority, power and delegation
<u>Textbooks and References:</u>
<ol style="list-style-type: none"> 1. Essentials of Management- Koontz and O' Donnell. E – Mc Graw Hill , New Delhi Introduction to Management- Fred Luthans- Mc Graw Hill, New Delhi 2. The Practice of Management- Peter .F. Drucker Management- Stoner, Freeman and Gilbert 3. Management - Griffin 4. Management - Holt 5. Management - Tasks and Responsibilities - Peter. F. Drucker 6. Professional management - Theo Haimann 7. Organization Theory and Design – Richard L. Draft 8. Management – Richard L. Draft 9. People and Performance by Peter F. Drucker

PGDM1CP07: MANAGERIAL ENVIRONMENT

Subject Credits: 3

Hours per week: 4

Total Hours Required: 30 Hrs.

Module 1: Business as a social system (8 Hrs.)
Internal and External Environment, Stake holder map of business, role of government in economic activity and its impact on business in India
Module 2: Economic Structure of India (7 Hrs.)
Economic planning in India, transition from mixed economy to a market economy, outlines of Public and Private sectors
Module 3: Industrial Sector in India (6 Hrs.)
Characteristics of industrial, service and agricultural sectors. Regional and sectoral imbalances, Dualism, Trends in GDP
Module 4: Indian Society (5 Hrs.)
Culture and Politics: Social problems of India, Impact of modernization Indian society, demography, gender, environmental issues
Module 5: Business Ethics (4 Hrs.)
Business Ethics and Corporate Social responsibility. Issues in corporate governance

Textbooks and References:

1. Business Environment – C. A. Francis
2. Business, Government & Society– Arthur Gold Smith. Ethical choices – Shekar
3. India Development Reports
4. Indian Transition– Jagdish Bhagwathi
5. India’s Economic policy– Bimal Jalan
6. Is the real Indian way of thinking– A.K. Ramanujam
7. A Million Mutinies- V.S. Naipual
8. International Business Environment by Daniels & Radbaugh
9. India in the Era of Economic Reforms – Sachs, Jaffrey, Varshney, Ashutosh and Rajpai, Nirupam, New Delhi, Oxford, 1999.
10. Fiscal Policy, Public Policy and Governance – Shome, Parthasarathi
11. Eight Lectures on India’s Economic Reforms– Srinivasan. T.N
12. Fiscal Policy Developments in India 1950 - 2000 – Sury
13. India’s Economic Performance and Reforms : A Perspective for the New Millennium – Swamy, Subramanian
14. Imagining in India – Nandan Nilekani

PGDM1CP08: INTRODUCTION TO ENTREPRENEURSHIP

Subject Credits: 3

Hours per week: 4

Total Hours Required: 30 Hrs.

Module 1	(6 Hrs.)
Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship. The skills required to be an entrepreneur, decision process and role models, mentors and support system.	
Module 2	(6 Hrs.)
Preparing a Business Plan: Meaning and significance of a business plan, components of a business plan, and feasibility study. Methods of generating idea and opportunity recognition.	
Module 3	(6 Hrs.)
Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks	
Module 4	(6 Hrs.)

Launching the New Venture: Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture. Managing Growth in New ventures, strategies for growth and building new venture capital.

Module 5**(6 Hrs.)**

Harvesting Rewards: Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy.

Textbooks and References:

1. Entrepreneurship -Prof. T.V.Rao
2. Entrepreneurship — Hisrich& Peter
3. Stay hungry stay foolish-Rashmi Bhansal
4. Entrepreneurship-Mathew J Manimala
5. Indias new capitalist — Harish Damodaran
6. Business Maharaja 's — Geetha Peramal

PGDM1CP09: MANAGEMENT INFORMATION SYSTEM

Subject Credits: 3

Hours per week: 4

Total Hours Required: 40 Hrs.

Module 1: IT in the Business Environment	(10 Hrs.)
Data, Information and Business Intelligence; Foundations of Information Systems - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS; Networking Concepts and Telecommunication Networks	
Module 2: System Development	(5 Hrs.)
The Concept of SDLC, Types of SDLC; Flow Charts – Symbols, Uses & Types; Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems	
Module 3: Functional MIS	(8 Hrs.)
IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Information Reporting System (Cognos & Informatica)	
Module 4: DBMS	(12 Hrs.)
Database definition, Applications of Database, DBMS, Advantages of using DBMS, Categories of Data Models, Three Schema Architecture of DBMS, Data Base Languages, Concept of Entity and Attributes-Types, DBMS software-creating, editing, modifying, searching and sorting databases; Introduction to Data Warehousing, Data Mining and Big Data	
Module 5: E-Commerce and M-Commerce	(5 Hrs.)
Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societial challenges of Information	

technology

Textbooks and References:

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Latest Edition.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9th Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar , "Management Information System Text and cases", Third Editions, Tata McGraw-Hill ,2007.
5. R.Srinivasan, "Strategic Management", IInd edition, Prentice Hall of India, New Delhi.
6. M. Senthil, "Management Information System", 2003.