

**Proposed Syllabus for
Evening Post Graduate Diploma in
Business Administration Programme
Under the Faculty of Business Management
Saurashtra University, Rajkot
Effective from July -2006**

The Programme Content and the Focus:-

The duration of the proposed programme will be of 1 year. The total number of courses offered during one year will be twelve.

The focus of the initial part of the programme will be on “**General Management**”.

ADMISSION REQUIREMENTS & PROCEDURE:-

The total number of participants to be admitted to the Evening Post Graduate Diploma in Business Administration programme will be 60. The minimum admission requirements to the Post Graduate Diploma in Business Administration evening programme is:-

- 1) Candidates graduated from a recognized university.
- 2) Candidates must have scored a minimum of 40% marks in graduation. In case of SC/ST candidates, 5% relaxation is given as per rules.
- 3) Reservation of seats for different categories shall be as per the policy of the Government.
- 4) For admission to PGDBA , determination of merit will be calculated as below:

No.	Component	Weightage
1	Written Test	70%
2	Group Discussion	15%
3	Personal Interview	15%
	Total	100%

- 5) Entrance test will be conducted by the university.

Ordinance & Regulations

O. EPGDBA 01. Admission: Admission to the programme will be given on basis of following criteria.

Eligibility Criteria:

1. Candidates should be graduated from a recognized university.
2. Candidates must have scored a minimum of 40% marks in graduation. In case of SC/ST candidates, 5% relaxation is given as per rules.
3. Reservation of seats for different categories shall be as per the policy of the Government.

Selection Process:

- 1) For admission to PGDBA, determination of merit will be calculated as below:

No.	Component	Weightage
1	Written Test	70%
2	Group Discussion	15%
3	Personal Interview	15%
	Total	100%

- 2) Entrance test will be conducted by the university.

O. EPGBA 02. Duration and span of the Course:

The course will be of one-academic year duration divided into two semesters and for Specific purpose The span of course will be of four academic Years.

COURSE STRUCTURE PGDBA

SEMESTER - I

	Sub. Code	Name of Subject	EXT	INT	MP	PW	TM
1	PGDBA 6101	Principles and Practice of Management	70	30	45	3	100
2	PGDBA 6102	Business Environment	70	30	45	3	100
3	PGDBA 6103	Marketing Management	70	30	45	3	100
4	PGDBA 6104	Accounting For Business	70	30	45	3	100
5	PGDBA 6105	Computer Applications in Business	70	30	45	3	100
			350	150	225		500

SEMESTER - II

	Sub. Code	Name of Subject	EXT	INT	MP	PW	TM
1	PGDBA 6201	Financial Management	70	30	45	3	100
2	PGDBA 6202	Human Resource Management	70	30	45	3	100
3	PGDBA 6203	Operations Management	70	30	45	3	100
4	PGDBA 6204	Business Strategy	70	30	45	3	100
5	PGDBA 6205	Business Research Methods	70	30	45	3	100
6	PGDBA 6205	Comprehensive Project	200	-	90	-	200
			550	150	315		700

Note

1. Project study will be related to the major functional area of management. The students has to select any organization and he/she has to prepare a project report on the same. The project report will be prepared under the supervision of the faculty member assigned by the Director/Head for this purpose.
2. Project report shall be submitted in triplicate duly typed and bound in the standard approved size for dissertations by the University. This should be submitted for evaluation to the Department through Head/Director before the commencement of the theory examinations.
3. Evaluation of the project report and viva voce test will be done by expert appointed by the University.

: O = Ordinance

EXT = External Examination

MP = Minimum Passing Marks

PW = Periods per week:

TM = Total Marks

Ø Comprehensive Project: 05 Projects Guidance will equal to 20 hours of teaching

0. EPGDBA 03. Detailed Syllabus:

(Sheets Attached)

0. EPGDBA04. Scheme of promotion & Span of Programme:

(i) The span period of the programme is four years from the date of registration in the programme.

(ii) The minimum marks for passing the examination for each semester shall be 45% in each subject.

(iii) To be eligible for promotion to the second semester of the programme, a student must clear successfully at least 3 papers out of the 5 papers offered during first semester of the programme.

(v) A student to be eligible for award of Post Graduate Diploma has to clear all the papers offered during one- year programme within the span period.

Regulation (1) EPGDBA 01: Award of Class

1. Successful candidates at the end of Semester III will be classified on the basis of their combined marks obtained at all the Semesters, as follows:

Marks Obtained	Class
70% or above	Distinction
60% or above, but below 70%	First Class
All others, 50% and above but below 60%	Second Class

Regulation (2) Re-examination

(i) A candidate who has not secured minimum marks in any paper in any semester has to reappear for examination.

(ii) A regular student who fails to attain minimum passing marks will be allowed to re-appear in any paper in any semester. However, the total number of attempts for a paper shall not exceed four during the span period of the programme.

Regulation (3) Attendance

(i) No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the Head of the Department to have attended the 75 % of the total number of sessions conducted in each semester during his/her course of study.

(ii) Any student not complying with this requirement will not be allowed to appear in the semester examination.

(iv) A student not allowed to appear in the preceding semester examination due to shortage of attendance, may appear for examination in the papers for preceding semester after re-attending the semester concerned along. To attend the classes again for making-up the attendance the student will have to pay fees of that term as applicable

Regulation (4) Evaluation

04 (i) The examination and evaluation for the PGDBA Programme Students will done by the faculty of the department and Industrialists and other academicians invited as examiners from time to time appointed by the University.

04 (ii) Internal Evaluation:

Internal evaluation of the student will be based on class participation, written test, quiz, individual and group presentation, seminars etc.

04 (iii) the scheme of evaluation of project studies:

(a) comprehensive project will be commenced in the beginning on the second semester. Students has to select appropriate organization for the purpose. The paper is equivalent to Two papers (200 marks). The written part of the project shall account for 100 marks and the viva voce shall account for 100 marks. Evaluation will be done by the Board of Examiners duly appointed by the university.

04 (iv) Paper styles for external examination

I. Question papers for University examination of all semester will contain total five questions with internal option.

PGDBA SEMESTER - I

PGDBA 6101: PRINCIPLES AND PRACTICE OF MANAGEMENT

Objectives:

The objectives of this paper are to familiarize the student with basic management concepts and processes in the organization.

Course Contents

- q Introduction to Management: Meaning, Nature, Purpose, Functions, Managerial Process
- q Planning:
 - o Nature & Purpose of Planning – Objectives - Strategies, Policies & Planning Premises - Decision-making
- q Organizing: Nature & Purpose of Organizing, Basic Departmentation, Line / Staff Authority, Centralization & Decentralization
- q Overview of Staffing
- q Communication
 - o Meaning – Objectives – importance – Types - Barriers
- q Directing:
 - o Human factors in Managing, McGregor's X & Y Theory, Creativity & Innovation
 - o Motivation: Meaning, Purpose of Motivation, Motivational Theories – (Hierarchy of Needs by Maslow, Herzberg's Two-Factor theory, McClelland's need theory of motivation), Motivational Techniques – Monetary & Non-monetary, Concept of Job enrichment
 - o Leadership: Meaning, Ingredients of leadership, leadership behaviour & styles (leadership based on the use of authority & the managerial grid), conceptual awareness about situational / contingency approach
- q Controlling: Basic Control Process, Conceptual knowledge of Control Techniques – (Budget, Traditional non-budgetary control devices) Preventive Control & Direct Control

Suggested Readings

1. Essentials of Management by Koontz & Weihrich, TMH
2. Principles of Management by L.M.Prasad, Sultan Chnad & Sons, New Delhi
3. Principles of Management by C.B. Gupta, Sultan Chnad & Sons, New Delhi
4. Principles of Management by Sherlekar & Sherlekar, Himalaya Publishing House, New Delhi

PGDBA 6102: BUSINESS ENVIRONMENT

Objectives:

The objectives 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

- q **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.
- q **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.
- q **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.
- q **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.
- q **Industrial Policy:** Industrial policy up to 1991, the new industrial policy, an evaluation of new policy.
- q **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
- q **Financial Market Structure:** Credit Market, foreign exchange market, debt market, derivatives market, bancassurance.
- q **Money and Capital Market:** Meaning, Constituents – Functions – Instruments – Importance – Development of the Market.
- q **Stock Exchange:** Meaning – Importance – Functions – Organization – OTCEI, NSE

Suggested Readings

1. Misra & Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2003
2. Feransis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2003
3. Feransis Cherunilam, International Business Environment, Himalaya Publishing House, New Delhi, 2003

PGDBA 6103: MARKETING MANAGEMENT

Objectives

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Contents

- q Introduction to Marketing: Meaning, Elements of marketing, Company orientations towards the marketplace, Demand management
- q The Marketing environment, Concept of Marketing information system and Marketing research
- q Understanding consumer behaviour and Industrial buyers
- q Market segmentation, Targeting and positioning
- q Product decisions -product mix, product life cycle, new product development
- q Pricing methods and strategies
- q Promotion decisions - promotion mix - advertising, sales promotion, publicity and personal selling
- q Channel management -selection, co-operation and conflict management
- q Marketing control and audit
- q Rural marketing in India – origin & present scenario
- q Service Marketing – meaning, characteristics, marketing mix

Suggested Readings

- o Kotler, Philip. Marketing Management: Analysis, Planning, Implementation and Control.
- o Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control. New Delhi, Mac Mill 1990
- o Stanton, William, J. Fundamentals of Marketing
- o Saxena Rajan, Marketing Management
- o Gandhi J.C., Marketing Management
- o Pride, William and Ferrel, Marketing Management

PGDBA 6104 ACCOUNTING FOR BUSINESS

Objectives

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilisation of financial and accounting information for planning decision-making and control.

Course Contents:

- q **Accounting As An Information System**
 - o Concept – Users – Assumption – GAAP – Accounting Equation
- q **Recording Business Transactions**
 - o Accounts – Classification – The Double Entry System – Recording Transaction – Trial Balance
- q **Measuring Business Income**
 - o Income Measurement – Adjustment Process – Preparation of Financial Statements with Adjustments – Accounting Cycle
- q **Accounting Postulates, Concepts, Principles and Standards**
 - o Postulates – Concepts & Principles – Defining the Term Accounting Standard – Benefits of Accounting Standards – Standard Setting in India – Scope of Accounting Standards – List of Accounting Standards
- q **Accounting For Merchandising Transactions**
 - o Income Measurement – Revenue from Sales – Cost of Goods Sold – Operating Expenses – Classified Financial Statements
- q **Financial Statement Analysis**
 - o Objectives – Standards of Comparison – Sources of Information – Quality of Earnings – Techniques of Financial Statements Analysis
- q **Statement Of Cash Flows**
 - o Concepts – Uses – Limitations
 - o Preparation of Cash Flow Statement as Per AS- 3
- q **Marginal Costing and Cost Volume Profit Analysis**
 - o Meaning of Marginal Cost and Marginal Costing – Distinction between Absorption and Marginal Costing – CVP analysis and Break Even Analysis – Margin of Safety – Key Factors – Managerial Application of Marginal Costing – Advantages & Limitations

Suggested Readings

1. Narayan Swamy, Financial Accounting, Prentice Hall of India, New Delhi, 2002
2. Bhattacharya Aashish, Financial Accounting, Prentice Hall of India, New Delhi, 2002
3. Williams, Haka, Bettner & Meigs, Financial & Managerial Accounting, Tata McGraw Hill Publishing Co., New Delhi, 2004.
4. Ghosh T.P., Financial Accounting for Managers, Taxmann Publication, New Delhi, 2003.
5. Jawaharlal, Accounting for Managers, Himalaya Publishing House, Mumbai, 2003.
6. Horngreen, Foster & Datar, Financial Accounting, Prentice Hall of India, New Delhi, 2001.
7. Bhattacharya S K and Dearden J. *Accounting for Management Text and Cases*. New Delhi, Vikas, 1996.
8. Financial and Management Accounting, Sultan Chand & Sons, New Delhi, 2002.
9. Subhash Sharma & M.Panduranga, Financial Accounting for Management – Text and Cases, Macmillan India Ltd., New Delhi.

PGDBA 6105 COMPUTER APPLICATION IN BUSINESS

Objectives

The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the participants and build up the experience of computer usage in business organizations.

Course Contents

q Computers – an Introduction

- o Role of Computers in Business - Features of computer - Generations of Computer and Languages - Components of Computer System and their functions

q Software

- o Generations of Languages - Types of Software and their Applications - Operating System
- o **Application of MS Office in Business**
 - o Use of Excel in Business Operations and Decisions
 - o Simple features of Spreadsheet – Look up functions – Financial Analysis with spreadsheet – Database features in spreadsheet
 - o Use of Word in Business
 - o Power Pont for Professional Presentation
- o **It for Competitive Advantage**
 - o Evolution of IT Application in Organizations
 - o Organization Impact of IT
 - o Need for Developing and IT Strategy
 - o Some Frameworks for Developing IT Strategies
 - o Illustration of Strategic Use of IT in India
 - o Role of Top Management

References:

1. Burch, John and Grudnitski Gary. Information Systems: Theory and Practice. 5th ed., New York, John Wiley, 1989.
2. David, Van Over. Foundations of Business Systems. Fort Worth, Dryden, 1992.
3. Eliason, A L. On-line Business Computer Applications. 2nd ed., Chicago, Science Research Associates, 1987.
4. Estrada, Susan. Connecting to the Internet. Sebastopol, C A, O'Reilly, 1993.
- John, Moss Jones. Automating Managers: the Implications of Information Technology for Managers. London, , Pinter, 1990.

PGDBA SEMESTER - II

PGDBA 6201: FINANCIAL MANAGEMENT

Objectives

The purpose of this course is to acquaint the students with the broad framework of financial decision-making in a business unit.

Course Contents

- q Nature and Scope of Financial Management-Finance Function-Treasurer vs. Controller, Functions-Investment Decision-Financing Decision-Dividend Decision-Changing Role of Financial Management
- q Time Value of Money Rationale – Techniques – Practical Application of compounding and present value techniques.
- q Cost of Capital: Cost of Debt. Preference and Equity Capital-Cost of Retained Earnings-Weighted Average Cost of Capital-Marginal Cost of Capital.
- q Investment Decision: Capital Budgeting Process-Basic Principles of Capital Expenditure Proposals-Various Appraisal Methods-Average Rate of Return-Pay-back Period-DCF Methods. *NPV*; *IRR* and Profitability Index-Merits and Demerits of Appraisal Methods-Conflicts in Decision- making-Capital Rationing-Investment Appraisal Methods in Practice.
- q Financing Decision: Sources of Finance Debt. Preference and Equity Capitals Operating and Financial Leverage
- q Capital Structure Theories-Net Income and Net Operating Income Approaches-Optimal Capital Structure-Factors Affecting Capital Structure-*EBIT/EPS* and *ROI* & *ROCE* Analysis-Capital Structure Policies in Practice
- q Dividend Decision-Dividend Theories. Modigliani Miller Hypothesis-Dividend Policies-Dividend Policy and Share Valuation-Corporate Dividend Practices in India
- q Working Capital Policy-Overall Considerations-Importance of Working Capital Management-Components of Working Capital-Factors Influencing the Working Capital Requirements – Profitability/Liquidity Trade off, Estimating Working Capital Requirement – Operating Cycle Method – Percent of Sales Method – Finance Managers Role in Working Capital Management
- q Inventory Management – Need for Inventory and importance of inventory management – technique of management of inventory – Order quantity – EOQ Model – Order Point – Safety Stock – Selective Inventory Controls – ABC Analysis
- q Cash Management: Importance – Factors affecting cash balance – Optimum cash balances – Cash budgeting – Management of Collections and Disbursements – Cash management models
- q Receivables Management: Credit Policy Variables – Credit Standards – Credit Period – Discounts – Credit Evaluation – Credit decision – Control on

Receivables

Suggested Readings

1. Gitman, Managerial Finance, Pearson Education, New Delhi, 2004.
2. Maheshwari S.N. Financial Management, Sultan Chand & Sons, New Delhi, 2003.
3. Khan & Jain, Financial Management, Tata McGraw Hill Publishing Co., New Delhi, 2002.
4. Prasanna Chandra, Financial Management, Tata Mc Graw Hill Publishing Co., New Delhi, 2002.
5. Pandey I.M., Financial Management, Vikash Publishing House, New Delhi, 2002.
6. Ravi Kishor, Financial Management, Taxmann's Allied Services Pvt. Ltd., New Delhi, 2002.
7. Sharma & Gupta, Financial Management, Kalyani Publishers, Ludhiana, 2002.
8. Kapil & Kapil, Financial Management, Pragati Prakashan, Merrut, 2003.
9. Van Horne, Financial Management & Policy, Prentice Hall of India, New Delhi, 2003.
10. Srivastava R.M., Financial Management & Policy, Himalaya Publishing House, Mumbai, 2003.
11. Bhalla, V K. Financial Management and Policy, Anmol Publication, New Delhi, 2002.
12. Brealey, Richard A. and Myers Stewart C. Principles of Corporate Finance., Tata McGraw Hill, New Delhi, 2002

PGDBA 6202: HUMAN RESOURCE MANAGEMENT

Objectives

In a complex world of industry and business, organisational efficiency is largely dependent on the contribution made by the members of the organisation. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

Course Contents

- q Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment;
- q Corporate Objectives and Human Resource Planning;
 - o Meaning and need for HRP - Process, importance and hindrances
- q Career and Succession Planning;
- q Job Analysis and job Description
- q Methods of Manpower Search; Attracting and Selecting Human Resources;
- q Induction and Socialisation;
- q Manpower Training and Development;
- q Performance Appraisal and Potential Evaluation;
- q Job Evaluation & Wage Determination;
- q Employee Welfare;
- q Industrial Relations & Trade Unions;
- q Dispute Resolution & Grievance Management;
- q Employee Empowerment.

Suggested Readings

1. Aswathappa,K. Human Resource and Personnel Management Tata Mc Graw Hill, New Delhi,1997
2. De Cenzo, D A & Robbins S P. Human Resource Management. 5th ed., New York, John Wiley, 1994.
3. Guy, V & Mattock J. The New International Manager. London, Kogan Page, 1993.
4. Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage, 1995.
5. Chauhan, Gohil & Tiwari, Human Resource Management, Shanti Prakashan, Ahmedabad, 2005.

PGDBA 6203 OPERATIONS MANAGEMENT

Objectives

The Course is designed to acquaint the students with decision making in: Planning, schedule and control of Production and Operation functions in both manufacturing and service organization.

Course Contents:

q Operations Management An Introduction

- Concept - Types of OM Decisions – Operations Management as a Functions – Manufacturing and Services; Differences & Similarities – Trends in Operations Management – Productivity

q Operations Strategy

- Corporate Strategy – Market Analysis – Competitive Priorities – Service Strategies – Manufacturing Strategy – Mass Customization – Operations Strategy as a Pattern of Decisions

q Process Management

- What is Process - Process Planning – Process Selection – Process Management - Major Process Decisions – Types - Make or Buy Decisions & Analysis – Outsourcing – Procedure for Process Planning and Design Process Design: Scope- Factors Affecting Process Design Decisions – Interrelationship Among Product Design, Process Design and Inventory Policy – Process Analysis and Process Flow Design – Process Reengineering – Process Improvement

q Capacity and Aggregate Planning

- Meaning – Types of Capacity – Measurement of Capacity – Capacity Decision – Capacity Planning – Capacity Changes – Types of Capacity Planning – Aggregate Production Planning – Adjusting Capacity to Meet Demand – Demand Management – Hierarchical and Collaborative Planning – Aggregate Planning for Services

q Plant Location

- Meaning – Need - Nature of Location Decisions – Procedure – Factors Affecting Location Decisions – Methods of Evaluating Location Alternatives

q Plant Layout

- Layout Planning – Need – Objectives – Significance – Factors Influencing Layout Choices – Principles – Types – Layout Planning and Design – Layout Tools and Techniques

q Supply Chain Management

- Overview – Managing The Customer Interface – Measures of Supply Chain Performance – Supply Chain Links to Operations Strategy - Supply Chain Dynamics

q **Inventory Management**

- Concepts - Importance – Classification – Functions – Inventory Cost – Inventory Models – EOQ – Inventory Control Systems – “Q” System – “P” System - Selective Inventory Control Management (ABC, FSN, SDE, HML Analysis) - EOQ – MRP – JIT

q **Scheduling**

- Concept – Objectives – Sequencing – Monitoring – Advanced Planning and Scheduling Systems - Theory of Constraints – Employee Scheduling.

q **Total Quality Management**

- Quality Philosophy – TQM – Strategic Implication of TQM – The Cost of Poor Quality – Employee Involvement – Continuous Improvement – Improving Quality Through TQM – ISO 9000

Suggested Readings

1. Adam, E E & Ebert, R. J. Production and Operations Management. New Delhi, Prentice Hall of India, 1995.
2. Krajawski & Ritzman, Operations Management, Pearson Education, New Delhi, 2003
3. Russel & Taylor, Operations Management, Pearson Education, New Delhi, 2003
4. Chase, Operations Management, Tata McGraw Hill, New Delhi, 2002.
5. Hanna, Operations Management, Prentice Hall of India, New Delhi, 2003.
6. Pannerlsalvam. Production and Operations Management, Prentice Hall of India, New Delhi, 2003.
7. Chary, S N. Production and Operations Management. New Delhi, Tata McGraw Hill, 2002.
8. Gupta C.B., Operations Management & Control, Sultan Chand & Sons, New Delhi, 2002.
9. Chunawala & Patel, Production and Operation Management, Himalaya Publishing House, Mumbai, 2002
10. Bhatt K.S., Production and Operation Management, Himalaya Publishing House, Mumbai, 2003
11. Jain K.C. and Aggrawal L.N., Production Management, Khanna Publishers, New Delhi, 2000.
12. Sharma S.C., Production Management, Khanna Publishers, New Delhi, 2000.

PGDBA 6204: BUSINESS RESEARCH METHODS

Objectives:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making.

Course Contents:

- q Research – an introductory approach:
 - o Meaning and definition of research, Characteristics of research, motivating for research, approaches of research.
- q Research Methods and Techniques:
 - o Case survey, survey, experimental, field investigation, evaluation, laboratory, business game, focus group discussion.
- q Formulation of research problem and proposal.
- q Reviewing the literature.
- q Research design:
 - o Definition, characteristics, components, types of research design: descriptive, diagnostic, exploratory and experimental.
- q Collection of data:
 - o Primary and secondary data, methods of primary data collection, questionnaires, observations, interview, types of secondary data, advantages and disadvantages of secondary data.
- q Sampling:
 - o Introduction, meaning and definition, characteristics, types of sampling: random, stratified random, systematic, cluster, multistage sampling, probability and non-probability sampling. Scaling technique.
- q Process of data:
 - o Editing, Coding, classifications and tabulation.
- q Analysis and interpretation of data and testing of hypothesis:
 - o Hypothesis formulation, level of signification, degree of freedom, t-test, F-test, Chi-square test, ANOVA, Z-test
- q Use of computer in Research with SPSS.
- q Writing and presenting project report, structuring.

Selecting Reading:

1. Research Methods for Business Students – by Mark Saunders, Philip sLewis and Adrian Thornhill, By PEARSON edition.
2. Research Methodology and Statistical Techniques- by Santosh Gupta, Deep and Deep publication.
3. Fowqler FolyedJ.Jr., Syrvey Methods, 2nd edition Sage publication.
4. Golden Biddle Koren and Karen D.Locke : Composing Qualititive Research Sage Pub. 1997
5. Research Methodology methods & techniques, by C.R.Kotheri, Wishwa prakashan
6. Salkind,NeilJ, Exploring Research, Prentic Hall, NJ,1997

PGDBA 6205 BUSINESS STRATEGY

Objectives

The objectives of this course are to develop a holistic perspective of enterprise, critical from point of view of the top executives.

Course Contents

- **Strategic Management – Introduction**
 - Nature and Value of Strategic Management
 - Strategic Management Process
- **Defining the Company's Mission and Social Responsibility**
 - What is Company Mission
 - Formulation of Mission
 - Board of Directors
 - Agency Theory
 - The Stakeholders Approach to Social Responsibility
 - A Continuum of Social Responsibility
 - Management Ethics
- **The External Environment**
 - Remote Environment
 - Internal Environment
 - Industry Environment
 - How Competitive Forces Shape Strategy
 - Industry Analysis and Competitive Analysis
 - Operating Environment
 - Emphasis on Environmental Factors
- **The Global environment: Strategic Considerations for Multinational Firms**
 - Development of a Global Corporations
 - Globalization
 - Global Strategic Planning
 - Competitive Strategies for Firms in Foreign Markets
- **Internal Analysis**
 - Resource-Based View of the Firm
 - Value Chain Analysis
 - SWOT Analysis
 - Internal Analysis: Making Meaningful Comparisons
- **Formulating Long-Term Objectives and grand Strategies**
 - Long-term Objectives
 - Generic Strategies
 - The Value Disciplines
 - Grand Strategies

- **Strategic Analysis and Choice in Single-or- Dominant-Product Business: Building Sustainable Competitive Advantages**
 - Evaluating and Choosing Business Strategies: Seeking Sustained Competitive Advantage
 - Selected Industry Environment and Business Strategy Choices
 - Dominant Product/ Service Business: Evaluating and Choosing to Diversify to Build Value

- **Implementing Strategy through Short-Term Objectives, Functional Tactics, Reward System, and Employee Empowerment**
 - Short Term Objectives
 - Functional Tactics that Implements Business Strategies
 - Empowering Operating Personnel
 - Executive Bonus Compensation Plans

References:

- John A. Pearce II and Richard B. Robinson, Strategic Management, Tata McGraw Hill, New Delhi, Ninth Edition

PGDBA 6206: COMPREHENSIVE PROJECT STUDY

- Project study will be related to the major functional area of management. The student has to select any organization and he/she has to prepare a project report on the same. The project report will be prepared under the supervision of the faculty member assigned by the Director/Head for this purpose.
- Project report shall be submitted in triplicate duly typed and bound in the standard approved size for dissertations by the University. This should be submitted for evaluation to the Department through Head/Director before the commencement of the theory examinations.
- Evaluation of the project report and viva voce test will be done by expert appointed by the University.

Format of Project Report

- (1) Student Declaration**
- (2) Acknowledgment**
- (3) Project Guide Certificate**
- (4) Project Report Details**
 - **Executive Summary**
 - **Industry Information in Detail with Data** (History, Development, Players, Analysis)
 - **Company Information** (History, Current Position, Products, Market – Coverage)
 - **Functional Area Information (Theory and Practical Application in Respective Organizations)**
 - **Production/Operations**
 - **Marketing**
 - **Finance/Accounting**
 - **Technology**
 - **Human Resource Management including Organization Structure**
 - **Research and Development**
 - **General Summary, and Findings**
 - **Bibliography**

Font Style	:	Times New Roman
Font Size	:	12
Line Spacing	:	Normal
Paper Size	:	A4

Bound : **Leather / Spiral**
Printing Style : **Single Side**
No. of Copies : **4 Copies**
1. Student (Self)
2. Project Guide
3. Department
4. University