

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
FACULTY OF COMMERCE
DEPARTMENT WISE LIST OF SUBJECTS OF P.G. DIPLOMA PROGRAMS
UNDER SEMESTER SYSTEM

Course	Title of the PG Subjects	CODE	Remarks
DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT			
POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [On Higher Payment Basis]	Paper I – Strategic Management	CBM4101	SEMESTER-I
	Paper II – Marketing Management	CBM4102	
	Paper III – Human Resource Management	CBM4103	
	Paper IV – Research Methodology & Quantitative Techniques	CBM4104	
	Paper V – E-Commerce	CBM4201	SEMESTER-II
	Paper VI – Consumer Behaviour	CBM4202	
	Paper VII – International Business	CBM4203	
	Paper VIII – Project Work & Viva Voce Examinations	CBM4204	

DETAILED SYLLABUS

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA]

SEMESTER-I: PAPER-I: STRATEGIC MANAGEMENT (SM)

Objectives:

This subject would offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations. It provides an integrated view of the functional areas and to acquaint them with the strategic management process.

The specific objectives of this course are as follows:

- To help the students to learn the concept of strategic management and understand the significance of managing the business strategically in the current business environment.
- To make the students acquainted with the strategies at levels and to familiarize the students with aspect related with analysis of the firm's external environment, the resources and thus carrying out SWOT analysis for strategy formulation; strategy implementation; the challenges involved in managing a change and strategic control system to monitor the strategy implementation process.

UNIT-I: Introduction to Strategy:

Nature of Strategy and Strategic Decisions-Strategic Management-Strategy Development Process-

The Environment- Competitive Forces (Five Forces Model)-Strategic Capabilities-Organization Resources;-Core Competencies-Value Chain and System- Feedback and Review / Case Analysis

UNIT-II Corporate & Business Level Strategy:

Business Portfolio Management- BCG & GE Approach-Integration, Diversification, Alliance, Merger and Acquisition-Market Development & Product Development- Feedback and Review / Case Analysis

UNIT-III: Business Strategy and Organizational Structure and Processes:

Managing People-Competitive Advantage through People-Managing Information-Managing Finance-Managing Technology-Feedback and Review / Case Analysis

UNIT-IV: Managing Strategic Change:

Transformational Leadership Processes; Business Strategy and Organizational Culture, Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To ask students to conduct small field surveys;
- To make students for submitting Reports & making presentations of it in class room;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- Gerry Johnson, Kevan Scholes and Ricard Whittington; "Exploring Corporate Strategy: Text and Cases"; Pearson Education.
- Glueck, W.F. & Jauch, L.R.; Business Policy & Strategic Management.
- Koontz & Weihrich; Essentials of Management.
- Chuck Williams; Management.
- Arthur A. Thompson, A. J. Strickland, John E. Gamble and Arun K. Jain (2010) 16th Edition; "Crafting and Executing Strategy: The Quest for Competitive Advantage – Concept and Cases"; Tata McGraw-Hill, New Delhi.
- Michael Hitt, Robert E. Hoskisson, and R. Duane Ireland (2007) 1st Indian Reprint; "Management of Strategy: Concepts and Cases"; Cengage Learning.
- Robert Grant (2009); "Contemporary Strategic Management"; Wiley India Pvt. Ltd.; 6th Edition.
- Azhar Kazmi (2009) 3rd Edition; "Strategic Management and Business Policy"; Tata McGraw- Hill.
- Michael Porter (1985); "Competitive Advantage: Creating and Sustaining Superior Performance"; Free Press.
- P. SubbaRao (2007) 1st Edition; "Business Policy and Strategic Management"; Himalaya Publishing House; Himalaya Publishing House.
- UpendraKachru (2006); "Strategic Management- Concept and Case"; Excel Books.

- Charles W. L. Hill & Gareth R. Jones (2008); “An Integrated approach to Strategic Management”; Cengage Learning.
- Vipin Gupta, K. Gollakota and R. Srinivasan (2009) Revised Second Edition; “Business Policy & Strategic Management- Concepts and Applications”; PHI.
- S. Chandrasekaran, P.S. Ananthanarayan (2011); Strategic Management; Oxford University Press.
- Adrian Haberberg and Alison Rieple (2008); Strategic Management, Theory and Application; Oxford University Press.
- Cherunilam, Francis (2010); Business Policy and Strategic Management (Text and Cases); Himalaya Publishing House Pvt. Ltd.
- Cherunilam, Francis (2010); Strategic Management; Himalaya Publishing House Pvt. Ltd.
- Gupta, N.S. (2010); Business Policy and Strategic Management; Himalaya Publishing House Pvt. Ltd.
- Jeyarathanam, M. (2007); Business Policy and Strategic Management; Himalaya Publishing House Pvt. Ltd.
- Jeyarathanam, M. (2010); Strategic Management; Himalaya Publishing House Pvt. Ltd.
- Reddy Sudarsana, G. (2008); Strategic Management; Himalaya Publishing House Pvt. Ltd.
- Srivastava, R.M. (2011); International Strategic Management; Himalaya Publishing House Pvt. Ltd.
- SubbaRao, P. (2010); Business Policy and Strategic Management; Himalaya Publishing House Pvt. Ltd.
- SubbaRao, P. (2010); Strategic Management; Himalaya Publishing House Pvt. Ltd.
- KamelMellahi, Jędrzej George Frynas and Paul Finlay (2006); Global Strategic Management; Oxford University Press.
- Anthony Henry (2008); Understanding Strategic Management; Oxford University Press.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA]
SEMESTER-I: PAPER-II: MARKETING MANAGEMENT (MM):

Objectives:

This subject would offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations. It provides an integrated view of the functional areas and to acquaint them with the Marketing Management process.

The specific objectives of this course are as follows:

- To familiarize the students with the marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the Marketing field.
- To help the students to achieve the objective by undergoing meaningful exercises in decision making in a variety of real life situations.

UNIT-I: Fundamentals of Marketing:

Meaning, Concept and Philosophies of Marketing [In Brief]-Marketing Management and Functions of Marketing Manager-Role of Marketing in Indian Economy-Feedback and Review / Case Analysis

UNIT-II: Consumer Oriented Marketing: A Perspective:

Consumer Oriented Marketing Perspective-Consumer Satisfaction-Customer Relationship Marketing-Consumerism and the Consumer Protection-Feedback and Review / Case Analysis

UNIT-III: Marketing Of Services:

Meaning, Definition, Concept and Types of Services-Characteristics and its Implications in Formulation of Marketing Mix Strategies-Marketing Mix [7 P's]; Strategies in Marketing of Services-Feedback and Review / Case Analysis

UNIT-IV: Contemporary Issues in Marketing Management:

E-Marketing-Retailing-Rural Marketing-Managing Service Quality-Customer Value in Marketing-Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To ask students to conduct small field surveys;
- To make students for submitting Reports & making presentations of it in class room;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- Kotler, Keller, Koshy and Jha (2009) 13th Edition; Marketing Management A South Asian Perspective; Pearson Education.
- Philip Kotler, Kevin Lane Keller (2006) 12th Edition; Marketing Management, Prentice-Hall of India Limited, New Delhi.
- Philip Kotler; Gray Armstrong (2008) 12th Edition; Principles of Marketing; Pearson Education.
- William F. Stanton & others (1994); Fundamentals of Marketing: Tata McGraw Hill, Xth Edition.
- V.S. Ramaswamy & S. Namakumari (2009) 4th Edition; Marketing Management: Macmillan India Ltd.
- Philip Kotler, Keller (2007); A Framework for Marketing Management, Pearson Education, New Delhi.
- Saxena, (2009) 4th Edition; Marketing Management, Tata McGraw Hill.
- Arun Kumar, N. Meenakshi; Marketing Management; Vikas Publishing House N. Delhi.
- Joel R. Evans, Barry Berman; Marketing Management; Ceangage Learning.
- K. Karunakaram (2010); 1st Edition; Marketing Management; Himalaya Publishing House Pvt. Ltd.
- Bhat, G.K. (2009); Customer Relationship Management; Himalaya Publishing House Pvt. Ltd.
- Bose, B.S. (2009); Marketing Management; Himalaya Publishing House Pvt. Ltd.
- Chunawalla, S.A. (2006); Marketing Principles and Practice; Himalaya Publishing House Pvt. Ltd.
- Jha, S.M. (2010); Marketing Non-Profit Organizations; Himalaya Publishing House Pvt. Ltd.
- Jha, S.M. (2007); Social Marketing Himalaya Publishing House Pvt. Ltd.
- Karunakaran, K. (2010); Marketing Management (Text and Cases in Indian Context); Himalaya Publishing House Pvt. Ltd.
- Kumar, Niraj (2007); Consumer Protection in India; Himalaya Publishing House Pvt. Ltd.
- Nair, Paul, George & John (2010); Modern Marketing Management; Himalaya Publishing House Pvt. Ltd.
- Sherlekar, S.A. (2009); Marketing Management; Himalaya Publishing House Pvt. Ltd.
- Sherlekar & Others (2006); Modern Marketing; Himalaya Publishing House Pvt. Ltd.
- Sherlekar, Victor & Others (2005); Principles of Marketing; Himalaya Publishing House Pvt. Ltd.
- Srivastava, P.K. (2010); Marketing Management; Himalaya Publishing House Pvt. Ltd.
- Paul Baines, Chris Fill and Kelly Page (2009); Marketing; Oxford University Press.
- Adrian Palmer (2009); Introduction to Marketing; Oxford University Press.
- Keith Blois (2007); Textbook of Marketing; Oxford University Press.
- Adrian Sargent (2009); Marketing Management for Nonprofit Organizations; Oxford University Press.
- Douglas West, John Ford and Essam Ibrahim (2007); Strategic Marketing; Oxford University Press.
- Mark Godson (2009); Relationship Marketing; Oxford University Press.
- Badi & Badi (2009); Rural Marketing; Himalaya Publishing House Pvt. Ltd.
- Habib-Ur-Rehman (2008); Rural Marketing in India; Himalaya Publishing House Pvt. Ltd.
- Krishnamurthy, R. (2009); Introduction to Rural Marketing; Himalaya Publishing House Pvt. Ltd.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA] SEMESTER-I: PAPER-III: HUMAN RESOURCE MANAGEMENT (HRM)

Objectives:

This subject would offer students the opportunity to exercise qualities of judgment and help them to develop a perspective of the Human Resource Management in the organizations. It provides an integrated view of the functional areas and to acquaint them with the Human Resource Management process.

The specific objectives of this course are as follows:

- To acquaint students with different subsystems of Human Resource Management and their importance.
- The students would also be able to appreciate the importance and applications of industrial relations and different legislations related the same.

UNIT-I: Strategic Role of HRM:

Human Resource Management- Introduction, Strategic Role-Job Analysis [Job Description, Job Analysis, Job Evaluation: Theory, Methods, Practical Problems] - HR Planning [Issues and Methods] - Feedback and Review / Case Analysis

UNIT-II: Recruitment and Selection:

Recruitment- Employees Testing and Selection-Interviewing Candidates--Training and Developing, Employees-Performance Management and Appraisal- Feedback and Review / Case Analysis

UNIT-III: Strategic Role of HRM and Subsystems:

Establishing Strategic Pay Plans- Pay for Performance and Financial Incentives-Managing Global Human Resources-Managing Strategic Organizational Renewal- Feedback and Review / Case Analysis

UNIT-IV: Industrial Relations:

Industrial Relations: Definitions, Main Aspects of IR-Trade Union-Methods of Settling Industrial Disputes- Collective Bargaining-An Outline of Labour Legislations-Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- M. N. Rudrabhsavaraj - Dynamic Personnel Administration-Management of Human Resources.
- Chandra, Prasanna (2006) 2nd Edition; Human Resource Management; Pearson Education.
- GargyDessler and BijuVarkkery (2003) 11th Edition; Human Resources Management; Prentice Hall India / Pearson Education.
- John M. Ivancevich (2003) 9th Edition; Human Resource Management; Tata McGraw Hill.
- V. S. P. Rao (2009) 2nd Edition; Human Resource Management– Text and Cases; Excel Books.
- P. SubbaRao (2008) 3rd Edition; Essential of Human Resource Management and Industrial Relatives; (Text, Case and Gamer); Himalaya Publishing House.
- K. Ashwathappa (2009) 8th Reprint Edition; Human Resource Management, Text and Cases; Tata McGraw-Hill Companies.
- C.B.Mamoria&S.V.Gankar; A Text book of Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- V.P. Michael (2007) 5th Edition Reprint; Human Resources Management and Human Relations; Himalaya Publishing House.
- S.P. Robbins, Personnel Human Resource Management, Prentice – Hall of India, New Delhi.
- P. SubbaRao (2010); 4th Revised Edition; Personnel and Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- C.B. Mamoria, S.V. Gankar (2010); 7th Edition; A Text Book of Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- C.B. Mamoria, S.V. Gankar (2010); 23rd Edition; Personal Management; Himalaya Publishing House Pvt. Ltd.
- Rajesh Vishvanathan (2010); 1st Edition; Strategic Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- D.K. Bhattacharya (2009); 1st Edition; Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- Appannaiah, Reddy & Anita (2004); Personnel and Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- Chaudhari, K.K. (2010); Human Resource Management — Principles and Practices; Himalaya Publishing House Pvt. Ltd.
- Kaila, Ravi Shankar& Others (2005); Human Factors in Organizations: New Paradigms; Himalaya Publishing House Pvt. Ltd.
- Sarma, A.M. (2009); Personnel and Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- SubbaRao, P. (2010) Human Resource Management; Himalaya Publishing House Pvt. Ltd.
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- Shivrudrappa& Others (2007); Human Resource Management; Himalaya Publishing House Pvt. Ltd.
- P. Jyothi and D.N. Venkatesh (2005); Human Resource Management; Oxford University Press.
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- Sarah Gilmore and Steve Williams (2010); Human Resource Management; Oxford University Press.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA]

SEMESTER-I: PAPER-IV: RESEARCH METHODOLOGY (RM) & QUANTITATIVE TECHNIQUES (QT)

Objectives:

To familiarize students with the types of business problems often faced by corporate entities and to help them develop insights about basic concepts of research designs and methodology aimed at solving business problems.

The Aims of this are as follows:

- To provide students with the fundamental skills in research activity, various research design;
- To provide students with the ability to analyze marketing research activities necessary for making sound decisions;
- Students are able to understand the proper use of various research techniques and able to know at least some of the techniques used for different research objectives.

UNIT – I: An Introduction To Research Methodology-I:

An introduction to Research – Basic Terms of Research – Characteristics – Types – Research Problem Formulation – Research Process – Types of Research Design – Sampling Procedure – Sampling Size Decisions, Feedback and Review / Case Analysis

UNIT – II: An Introduction to Research Methodology-II:

Concept of Hypothesis – Testing of Hypothesis – Application of T-test, X^2 , Z test, ANOVA – Data Analysis and Interpretation – Research Report Preparation and Presentation-Feedback and Review / Case Analysis

UNIT – III: Quantitative Techniques -I:

An Introduction to Quantitative Techniques/ Statistics Applicable to Research – Correlation and Regression Analysis – Measures of Central Tendency and Dispersion – Linear programming, Feedback and Review / Case Analysis

UNIT - IV: Quantitative Techniques -II:

Transportation and Assignment – Sequencing – Queuing – Replacement – Game Theory – Network Analysis – Inventory Management, Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To ask students to conduct small field surveys;
- To make students for submitting Reports & making presentations of it in class room;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- C.R. Kothari (2004) 2nd Edition; Research Methodology: New Age International (P) Limited, Publishers; Reprint.
- D. K. Bhattacharyya (2006) 2nd Edition; Research Methodology; Excel Books.
- Zikmund William (2003) 8th edition; Business Research Methods; Thompson Learning.
- Bryman Alan (2006) 8th edition; Business Research Methods' Oxford University Press.
- Panneerselvam R (2004) 4th edition; Research Methods for Business; John Wiley & Sons.
- G. C. Beri (2000) 3rd Edition; Marketing Research; Tata McGraw-Hill Publishing Company Limited.
- J. K. Sachdeva (2009); Business Research Methodology; Himalaya Publications.
- Alan Bryman, Emma Bell (2007) 2nd Edition; Alan Bryman, Emma Bell; Oxford Press.
- Statistical Methods (2002) 13th Revised Edition; S.P. Gupta; Sultan Chand & Sons, New Delhi; Reprint 2002.
- Operations Research: V.K. Kapoor; Sultan Chand & Sons, New Delhi; 7th Edition, Reprint, 2003.
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- Ken Black (2009) 6th Edition; Business Statistics for Contemporary Decision Making; Wiley Student.
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- BhardwajChetiya&Majmudar (2009); Quantitative Techniques for Business Managers; Himalaya Publishing House Pvt. Ltd.
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- Chansarkar&Michaeloudis (2002); Introduction to Quantitative Methods (Questions and Answers) - I; Himalaya Publishing House Pvt. Ltd.
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- Krishna swami &Satyaprasad (2006); Business Research Methods; Himalaya Publishing House Pvt. Ltd.
- Ramanath&Shringi (2009); Quantitative Techniques for Management; Himalaya Publishing House Pvt. Ltd.
- Reddy, Chikkodi&Satyaprasad (2003); Quantitative Techniques — I; Himalaya Publishing House Pvt. Ltd.
- Reddy, Chikkodi&Satyaprasad (2004); Quantitative Techniques — II; Himalaya Publishing House Pvt. Ltd.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA]
SEMESTER-II: PAPER-V: E-COMMERCE (EC):

Objectives:

- To provide, the knowledge & applications of e-Commerce, to the students.
- To make them aware of various modes of Electronic Payment System.
- To equip students with legal aspects of e-Commerce.

UNIT-I: An Introduction to E-Commerce:

e-Commerce- Advantages & Applications of e-Commerce-Feedback and Review / Case Analysis

UNIT – II: Business Models for E-Commerce:

Business Models for e-Commerce- Mercantile Models from Consumers' perspective-Feedback and Review / Case Analysis

UNIT-III: E-Commerce Systems:

Electronic Payment Systems-Electronic Data Interchange- Customization and Internal Commerce- Feedback and Review / Case Analysis

UNIT-IV: Legal Aspects of E-Commerce:

Highlights of IT Act, 2000-Legal aspects of e-Commerce- Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To ask students to conduct small field surveys;
- To make students for submitting Reports & making presentations of it in class room;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- Frontiers of Electronic Commerce; Kalakota, Whinston; Pearson.
- Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): Jaiswal; Galgotia Publications.
- P.T.Joseph, S.J.; E-Commerce An Indian Perspective; PHI.
- Electronic Commerce; Greenstein, Merylin; Tata McGraw Hill.
- Bajaj & Nag; E-Commerce-Three Cutting edge of Business; Tata McGraw Hill. Bharat Bhaskar; Electronic Commerce-Framework, Technologies and Applications; TMH Publications.
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- Napier, Judd, Rivers (2001); Creating a winning E-Business; Wagner-Course Technology; Thomson Learning.
- Gary P. Schneider; E-Commerce – Strategy, Technology & Implementation; Cenage Learning.
- C.S.V. Murthy (2010); 1st Edition; e-Commerce, Concepts, Models and Strategies; Himalaya Pub. House Pvt. Ltd.
- Gopalakrishna, D. (2005); Electronic Commerce —Emerging Trends; Himalaya Publishing House Pvt. Ltd.
- Richard Gay and Rita Esen (2007); Online Marketing; Oxford University Press.\
- Jonathan Reynolds (2010); E-Business, A Management Perspective; Oxford University Press.

**POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA]
SEMESTER-II- PAPER-VI: CONSUMER BEHAVIOUR (CB)**

Objectives:

- To impart the students with the basic conceptual and practical foundations of Consumer Behaviour;
- To develop managerial skills for decision making on various Plans, Programs & Strategies based on Consumer Behaviour.

UNIT-I: A Perspective on Consumer Behaviour:

Understanding Consumer Behavior-Applications of Consumer Behavior-Diversity of Indian Markets-Changing Indian Consumer Behaviour-Feedback and Review / Case Analysis

UNIT-II: The Consumer Analysis and Marketing Strategy:

Market Segmentation and Product Positioning-Consumer Behaviour and Product Strategy- Consumer Behaviour and Pricing Strategy-Consumer Behaviour and Channel Strategy, Feedback and Review / Case Analysis

UNIT-III: The Consumer as an Individual:

Perception and Consumer Behaviour-Learning & Involvement, Experience and Consumer Behaviour-Consumer Motivation, Attitudes & Beliefs- Feedback and Review / Case Analysis

UNIT-IV: The Consumer in Socio-Cultural Context And Decision Making:

Social Class- Reference Group and Family and its Linkages and Influences on Consumer Behavior [An Overview]-Diffusion of Innovations and Consumer Adoption Process-EKB Model of Consumer Decision-Making-Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To ask students to conduct small field surveys;
- To make students for submitting Reports & making presentations of it in class room;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- Ramanuj Majmudar (2010); Consumer Behaviour; PHI Ltd., New Delhi.
- J. Paul Peter and Jerry C. Olson (2009) 7th Edition; Consumer behavior and Marketing Strategy; Tata McGraw-Hill, New Delhi.
- Leon G. Schiff man and Leslie Lazar Kanuk (2002) 7th Edition; Consumer Behaviour; Prentice Hall of India Pvt. Ltd., New Delhi.
- David L. Loudon and Albert J. Della Bitta (2002) 2nd Edition; Consumer Behaviour; Tata McGraw-Hill.
- Roger D. Blackwell, Paul W. Miniard and James F. Engel (2007) 10th Edition; Consumer Behaviour; Thomson South-Western.

**POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA]
SEMESTER-II: PAPER-VII: INTERNATIONAL BUSINESS (IB)**

Objectives:

It is intended to provide a basic understanding about the finer aspects of international business to the students.

The Aims of this are as follows:

- To make the students to realize that International Business is a combination of multiple disciplines brought together in a systematic manner;
- To understand The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resources Management in an international perspective is essential to International Business.

UNIT-I: An Introduction To Internal Marketing Environment:

Globalization and International Business-Cultural; Political and Legal Environments facing Business- Feedback and Review/ Case Analysis

UNIT-II: International Trade:

International Trade-Balance of Payment and Balance of Trade- Feedback and Review / Case Analysis

UNIT-III: International Marketing:

Framework & Objectives- Entry Mode Decisions & Strategies-Market Identification- International Marketing Mix Decisions & Strategies-; Global E-Business- Feedback and Review / Case Analysis

UNIT-IV: Contemporary Issues In International Business:

Marketing Globally Supply Chain Management- Human Resource Management- Ethical and Social Responsibility- Feedback and Review / Case Analysis

Teaching Methods:

- For conceptual understanding and creating theoretical understanding lecture method, followed by interaction and discussion will be used.
- Paper Presentation on the topics of the course, using various audio-visual tools will further contribute to the accomplishment of the objectives of the course.
- Projects and Assignment to the students will facilitate the learning of application of the concepts in the actual organization set up, as well as build confidence and sharpen their skills and expertise for the same.

Activities/Practical Work/Project:

The following activities may be carried out by students are as follows:

- To ask students to submit study paper by students on any of the topic of the course;
- Classroom Presentations on the topics of the course by students using varying Audio-Visual tools to facilitate accomplishment of the objectives of the course;
- To organize Industrial Visits, Group Discussions and Presentations to facilitate their practicing of management skills aimed at providing the real life situations;
- To Plan Students' Presentations to help them build managerial skills;
- To assign small Group Projects considering contents and the objectives of the course;
- To ask students to conduct small field surveys;
- To make students for submitting Reports & making presentations of it in class room;
- To sharpen the analytical skill of the students various pedagogical tools viz., Management Games, Role Play, Case studies, In-Basket Method will be used;
- To Plan Debate Competitions, Elocutions Competitions, Visualization Games etc.

Reference Books:

- Rakesh Mohan Joshi (2010) 5th Impression; International Business; Oxford University Press.
- Charles Hill & Arun Jain; International Business; Tata McGraw Hill.
- Mike W. Peng Deepak K. Srivastava; Global Business; Cengage Learning.
- Daniels, Radebaugh, Sullivan and Salwan; International Business-Elements and Operations; Pearson Education.
- Onkivist and Shaw; International Marketing: Analysis and Strategy; Pearson Education.
- P. Subba Rao; International Business: Test & Cases; Himalaya.
- Dr. M. B. Rao, Manjula Guru; International Business; Vikas.
- O. P. Agarwal; International Business; Himalaya.
- Hyun Sooklee, R. K. Srivastava; International Business: Country Culture and Corporate Culture; Excel.
- Justin Paul; International Business; PHI.
- Barbara Parker; Introduction to Globalization & Business-Relationships and Responsibilities; Sage India.
- Ajami; International Business: Theory & Practice; PHI.
- A Nag; International Business Strategy; Vikas.
- Johny Johnson; Global Marketing; Foreign Local Marketing and Global Marketing; Tata McGraw Hill.
- Avadhani, V.A. (2004); Global Business; Himalaya Publishing House Pvt. Ltd.
- Subba Rao, P. (2010); International Business (Text and Cases); Himalaya Publishing House Pvt. Ltd.

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION [PGDBA] SEMESTER-II - PAPER-VIII: PROJECT WORK & VIVA VOCE EXAMINATIONS

UNIT: I: Planning for Preparation of Identification & Preparation & Submission of Project Proposal:

Theoretical Framework of Business Management Practices for Identification of the topic and preparation and submission of the Proposal for the preparation and submission of the Project for Approval

UNIT: II: Orientation for Project Preparation Using Various Pedagogical Tools:

Case Studies - Exercises-Role Play-Games-Quizzes-Industrial Visits & Training with Reference Business Management Practices

UNIT III: Orientation for Project Structure, Writing Report & Its Layout & Submission:

Orientation about Report Writing, Presentation Based on Industrial Visits & Industrial Training

UNIT IV: Project Report Preparation, Submission Presentation & Evaluation:

NOTE:

- The Project Report is to be submitted by the student on a given theme selected by him/her based on either Secondary Data or both that is Secondary Data & Primary Data supported through field studies, field survey, library work, Industrial Visits & or Industrial Training as the case may be.
- The Classroom Multimedia Presentation of Project Report [15 Marks] & overall Viva Voce Examinations [15 Marks] shall be compulsory for each of the Student in lieu of Written Internal Test having Weightage of 40 marks alike other compulsory subjects of PGDBA.
- The Final Evaluation of Project Report shall be having Weight age of 60 marks alike other Compulsory Subjects of PGDBA.

- The Final Evaluation of Project Report shall be undertaken by both that is Internal & External Examiner will separately Evaluate each of the Project Report having the total Weightage of 60 marks which are separately given by both of them.
- Average Marks scored by the student from the total of 140 marks as given by Internal & External Examiner out of 70 shall be finally considered having Weightage of 70 marks [External Evaluation] alike other compulsory subjects of PGDBA.
- The Final Evaluation of Project Report shall be from the approved panel of by Internal & External Examiners to be appointed by the befitting authority as per the rules of the university as the case may be.
- The Remuneration for the Evaluation of Project Report to Internal & External Examiners shall be as per the rules of the M S University of Baroda as the case may be.
