



ALWAR SCHOOL OF BUSINESS AND COMPUTERS

**Autonomous Institute, Approved by AICTE, Ministry of HRD, Govt. of India,
New Delhi.**



**Post Graduate Diploma in Management
AY (2023-2025)**

Curriculum for Term I

HIMACHAL NAGAR.GAJUWAKA, VISAKHAPATNAM-530026

Ph:- 2970002, Email: - sivaramprasadvanga@gmail.com, Web:-www.alwarschoolofbusiness.com

PRINCIPLES OF MANAGEMENT

Lecture : 4 Hours/Week
Year/Semester : PGDM I/I
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM1T01

UNIT-I

Management: Introduction– Evolution of Management Thought - Concept-Nature-Scope- Functions and Principles of Management - Managing for Competitive Advantage - Challenges of Management - Management in the Global Context -Corporate Ethics and Social Responsibility.

UNIT-II

Planning: Concept-Nature- Purpose and Importance of Planning- Types of Plans- Planning Process- Planning Premises and Forecasting- MBO - MBE- Process of Decision Making- Decision Tree Analysis.

UNIT-III

Organization: Principles of Organization – Formal and Informal Organization- Types of Organizational Structures- Line and Staff Relations – Delegation of Authority- Span of Control –Departmentation- Centralization and Decentralization- Building a Dynamic Organization.

UNIT-IV

Directing: Concept of Leadership- Leadership Skills- Leadership Theories and Styles- Motivation Theories- Women and Corporate Leadership.

UNIT-V

Controlling: Meaning and Importance – Process of Control and Techniques of Control – Feedback System- Requirement for Effective Control- TQM- Six Sigma- BRP- JIT.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

REFERENCES

1. Essentials of Management : Harold Koontz & Heinz Weihrich, Tata Mc Graw Hill
2. Principles of Management: T. Rama Swamy, Himalaya Publishing House, Mumbai.
3. Principles And Practice of Management: L.M.Prasad, Sultan Chand & Sons, Educational Publishers, New Delhi
4. Management Sceince : P.G.Ramanujan, B.V.R.Naidu & P.V.R.Sastry, Himalaya Publishing House, Mumbai.
5. Principles of Management : Tripathy And Reddy, Tata Mc Graw Hill
6. Management Text And Cases: Rao VSP, Excel Books, New Delhi
7. Principles of Management: T. Rama Swamy, Himalaya Publishing House, Mumbai.
8. Management : Anil Bhat & Arya Kumar, Oxford University, New Delhi.
9. Principles and Practice of Management: Gupta R.S, SharmaB.D,Bhalla N.S
 - Kalyani Publications, Hyderabad.

BUSINESS COMMUNICATION

Lecture : 4 Hours/Week
Year/Semester : PGDM I/I
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM1T02

Unit 1

Introduction: Communication - Concept - Objectives and Process of Communication – Media of Communication - Written Communication - Oral Communication - Visual Communication - Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal Communication skills – Cultural Effects of Communication.

Unit 2

Managing Organizational Communication – Formal and Informal Communication – Intra-personal– Inter - Personal Communication -Communication Models - Johari Window - Transactional Analysis and Social Exchange theory.

Unit 3

Intra-Personal Foundation for Inter-Personal Communication - Managing Motivation to Influence Interpersonal Communication - Effects of Intra Personal Motivation Upon Interpersonal Communication - Perception in Communication - Role of emotion in Interpersonal Communication - Communication Styles - Barriers to Communication – Gateways to Effective Interpersonal Communication.

Unit 4

Business Writing Skills - Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms – Meeting - Telephonic Communication – Use of Technology in Business Communication.

Unit 5

Report Writing and Presentation skills – Formal and Informal Reports- Structure of Reports, Negative-Persuasive - Special Reports and Proposals – Types and Stages of Presentation – Interview Skills – Video Conferencing –Communication etiquettes.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

Text / Reference Books

1. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
2. Rayudu, CS: “*Communication*”, Himalaya Publishing House, Mumbai.
3. Krizan: “*Essentials of Business Communication*”, Cengage Learning, New Delhi.
4. Urmila Rai & S.M. Rai, Business Communication, Himalya Publishers,
5. Dalmar Fisher: “*Communication in Organizations*”, JAICO Publishing House, New Delhi, 2007.
6. Paul Turner: “*Organisational Communication*”, JAICO Publishing House, New Delhi.
7. Meenakshi Rama: “*Business Communication*”, Oxford University Press, New Delhi.

FINANCIAL ACCOUNTING

Lecture : 4 Hours/Week
Year/Semester : PGDM I/I
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDMIT03

Unit-I

Accounting: Concept , Nature, Scope & Importance – Branches of Accounting - Users of Accounting information – Necessity of Accounting – Methods of Accounting - Forms of Organization and their Characteristics

Unit – II

Financial Accounting System – Generally Accepted Accounting Principles (GAAP) and Accounting Standards governing Financial Statements – Accounting Process- Transaction - Systems of Accounting .

Unit- III

Double-Entry System of Book-Keeping:Books of Accounts –Types of Accounts – Journal – Sub-Journals – Ledger- Posting - Trial Balance.

Unit-IV

Final Accounts: Final Accounts for Non-Corporate Firms - Final Accounts for Corporate Firms - Preparation of Trading Account, Profit and Loss Account– Balance Sheet - Adjusting entries.

Unit- V

Depreciation Accounting : Fixed Assets & Depreciation, Methods of Depreciation – Presentation in Final Accounts.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

Suggested Books:

1. Horngren, C.T., Introduction of Management Accounting,, Prentice Hall of India, New Delhi
2. Khan and Jain, Management Accounting, Tata Mc Graw Hill , Delhi.
3. I. M. Pandey : Management Accounting, Vikas Publishing House.ND
4. Jawaharlal, Accounting for Management, Himalaya, Mumbai
5. Hilton,Ramesh & Jayadev, Managerial Accounting, TMH, New Delhi
6. B.Banerjee, Financial Policy & Management Accounting ,PHI, New Delhi
7. P Periasamy, A Text Book of Cost & Management Accounting, Himalaya, Mumbai
8. Management Accounting, Dr. S.P.Gupta
9. Maheshwari, Maheashwari and Maheshwari, “**Financial Accounting**”, Vikas publishing House, New Delhi,2013
10. Asish K. Bhattacharyya: “**Essentials of Financial Accounting**”, PHI Learning, New Delhi, 2012.

MANAGERIAL ECONOMICS

Lecture : 4 Hours/Week
Year/Semester : PGDM I/I
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM1T04

UNIT I

Introduction : Concept of Economics - Nature and Scope of Micro/ Managerial Economics –Importance- Interdisciplinary- Economics and Managerial Decisions Making process -The Role of Managerial Economist in Business Management.

UNIT II

Demand Analysis : Demand- Determinants of Demand - Law of Demand - Elasticity of Demand- Price Elasticity- Income Elasticity - Cross Elasticity - Promotional Elasticity - Measurement of Elasticity - Determinants and Significance of Elasticity of Demand- Demand Forecasting -Methods & Techniques.

UNIT III

Supply Analysis – Supply Function - Law of Supply - Elasticity of Supply.

Cost Analysis –Cost Concepts -Cost-output Analysis in Short run and Long run Cost.

UNIT IV

Theory of Production : Production Function-Cobb-Douglas Production Function- Iso-quant and Iso-cost curves- Least Cost Combination of Input-MRTS - Law of Returns to Scale and Law of Variable Proportions - Economies and Diseconomies of Scale

UNIT V

Pricing and Profit Planning: Price and Output Decisions under Different Types of Market Structures - Perfect Competition - Monopoly and Monopolistic Competition – Oligopoly – Kinked Demand Curve - Oligopoly - Price Discrimination and Dumping - Pricing Methods & Strategies.

Profit Planning: Nature- Scope- and Theories of Profit- Cost - Volume- Profit Analysis: Break-even point - Break even chart.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

References:

1. Joel Dean, Managerial Economics, Prentice-Hall of India Pvt. Ltd., New Delhi, 1998
2. H.L.Ahuja - Managerial Economics (S.Chand & Company Ltd.)
3. Mehta,P.L., Managerial Economics Analysis, Problems, Cases, Sultan Chand and Sons, New Delhi, 2001.
4. Yogesh Maheshwary - Managerial Economics (PHI Learning)
5. P. G. Keat, P.K. Y. Young & S. Benarjee - Managerial Economics (Pearson Education)
6. Hirschey: Economics for Managers, Thomson, 2007.
7. Petersen,Lewis and Jain: Managerial Economics, Pearson/PHI, 2006
8. Gupta: Managerial Economics 1e TMH 2005.
9. Dominic Salvatore, Managerial Economics, Thomson, 2006
10. Mote Paul: Managerial Economics 1e TMH 2004
11. Froeb: Managerial Economics—A Problem Solving Approach, Thomson, 200

QUANTITATIVE TECHNIQUES FOR MANAGERS

Lecture : 4 Hours/Week

Year/Semester : PGDM I/I

Credits : 4

Internal Marks : 40

External Marks : 60

Subject Code: PGDM1T05

UNIT –I

Introduction to Statistics: Meaning – Definition - Importance and Limitations of Statistics - Collection of Data -Primary and Secondary Data - Schedule and Questionnaire.

UNIT – II

Measures of Central Tendency: Definition – Different Measures of Central Tendency- Arithmetic Mean, Median, Mode.

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.

UNIT-III

Correlation Analysis: Meaning, Definition and use of Correlation - Types of Correlation – Methods of Computing simple correlation - Calculation of correlation by using Computers.

UNIT-IV

Regression Analysis: Meaning - Regression Equation - Comparison of Correlation and Regression – Determination of Regression equation - Calculation of Regression by using Computers.

UNIT-V

Mathematics: Progressions – Arithmetic, Geometric – Application. Matrices – Addition – Multiplication – Inverse-Gauss Jordan method for solving system of equations

References:

1. Anderson Sweeny & Williams: Statistics for Business and Economics with CD (9th ed.), Thomson South Western Publishers.
2. U.K. Srivatsava, G.V. Shenoy and S.C. Sharma: Quantitative Methods for Managerial Decisions, (2001), New Age International (P) Ltd., New Delhi
3. Richard I. Levin, D.S. Rubin: Statistics for Management. (8thed.), Prentice Hall India Publications
4. Cryer Jonathan, Miller Robert. Statistics for Business: Data Analysis and Modeling. South Western Educational Publications
5. McClave James T., Sincich Terry, Besons George P. Statistics for Business and Economics. (10th ed.). Prentice Hall Publications.

INFORMATION TECHNOLOGY FOR MANAGERS (with LAB)**Lecture : 4 Hours/Week****Internal Marks : 40****Year/Semester : PGDM I/I****External Marks : 60****Credits : 4****Subject Code: PGDMIT06**

UNIT I

Computer Fundamentals: Introduction to IT in Management - Characteristics & Generation of Computers –Applications of computer - Block Diagram of Computer.

UNIT II

Memory: Types- Units of memory- RAM- ROM- Secondary Storage Devices – HDD - Flash Drives -Optical Disks: DVD .

I/O Devices – Keyboard – Mouse – LCDs – Scanner – Plotter – Printer - Latest I/O devices in market.

UNIT III

Software : Types of Software – its uses and applications.

Operating System: Introduction -Types of Processing.

UNIT IV

Ms-Office: Applications of **Ms Word** in Business Correspondence: Letters, Tables - Mail Merge - Labels.

Ms-Excel: Graphs and Charts – Calculation of various Financial functions.

Ms-Power Point : Introduction – Creation of Slides - Animations and Templates – Design presentations - Slide Show Controls - Printing Presentations.

UNIT V

Internet : Evolution of Internet - Basics of working of Internet - Service Providers- E-mail - Telnet- FTP- WWW.

Laboratory Work:

1. Hardware familiarizing with various I/O Peripheral devices, storage devices.
2. **MS-Office**, (Word, Power Point, Excel, Publisher etc.,) meaning and features , its components and applications.
3. **Internet:** Navigating with search engines; using email facility.

References:

1. Sanjay Saxena and Prathpreet Chopra , Computer Applications in Management , Vikas , New Delhi.
2. Sudalaimuthu & Anthony Raj , Computer applications in Business , Himalaya , Mumbai
3. Parameswaran : Computer application in Business – S Chand , New Delhi