

**SEMESTER II (Two)** 

**CODE** PGMB201

Name of Subject Business Environment

# **Teaching & Evaluation Scheme**

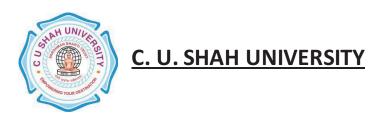
Teaching Scheme(Hours)			Evalua	ation Scheme	(Marks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

# **Objective**

To sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organization.

Prerequisite Basic understanding of concepts of principles of economic environment

Sr. No.	Course Contents	Number of Hours
1	Introduction to Business Environment	01
2	Types of Environment: Internal to Enterprise: Value System, Management Structure and Nature	04
3	External to the Enterprise: Micro	05
4	Monetary and Fiscal Policy	05
5	Economic reforms in India; Industrial Policy	05



6	Foreign Investment; Foreign Investment in India Foreign Investment by Indian Companies	03				
7	PESTEL Analysis	03				
8	Growing relevance/importance of International Business	03				
	EXIM policy of India [ Recent ]					
9	International Environment Problems	02				
10	WTO and its Impact in Indian Business Environment	03				
11	Concepts of EOUs and EPZS, SEZ	04				
12	Regional Trade Agreement (RTA)	03				
13	Intellectual Property Right (IPR)	03				
14	Concept and significance of Social Environment Business and Society, Changing Concepts and objectives of Business Interdependence of Business and Society	03				
15	Consumer protection & Consumers' Rights	01				
16	Corporate Governance	03				
17	Green Business	07				
	Total Hours					

**Theoretical Outcome** Students are able to observe, understand and analyze the behavior within the environmental context

Practical Outcome Take the decision relating different policy & for the expanding business

# **Teaching & Learning Methodology**

- Lectures
- Projects
- Case Studies

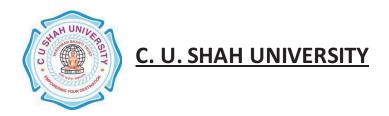


Presentation

### **Books Recommended**

- **'Business Environment'**, A C. Fernando, Pearson Publication (latest edition)
- 2 **'Essentials in Business Environment'**, *K. Aswathappa*, Himalaya Publications, Mumbai
- 3 **'Business Environment'**, Francis Cherunilam, Himalaya Publications, Mumbai

- 1 http://www.mindtools.com/public\_search.php?format2=builtin-long&sort2=score&method2=and&words=environment+management
- 2 http://www.gobookee.net/francis-cherunilam-business-environment
- 3 http://www.mindtools.com/public\_search.php?format2=builtin-long&sort2=score&method2=and&words=environment+management



**SEMESTER II (Two)** 

CODE PGMB202

Name of Subject Cost and Management Accounting

# **Teaching & Evaluation Scheme**

Teaching Scheme ( Hours)			Evalua	tion Scheme (	( Marks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

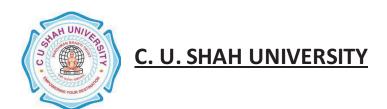
# **Objective**

• Students can learn the methodology and techniques for application of cost and managerial accounting and information in the formation of policies and in the planning and control of the operations of the organization.

**Prerequisite** 

Basic Working Knowledge of Accounts is required.

Sr. No.	Course Contents	Number of Hours
1	Overview of Cost and Management Accounting, Various Cost Concepts and Costing Methods	10
2	Concepts of Material Costing, Labour Costing, Direct Expenses and Overheads Costing, Activity based concepts	10
3	Costing Methods: Unit Costing, Batch Costing, Job Costing and Process Costing, Joint product and by Product Costing	10



4	Operating Costing, Marginal costing, Decision making and	10
	Pricing decisions	
5	Budgeting and Budgetary control systems	10
6	Standard Costing and Variance Analysis	10
	Total Hours	60

**Theoretical Outcome** Students can learn various Cost accounting and Management accounting techniques.

**Practical Outcome** Students can learn how to apply various Cost and Management accounting techniques.

# **Teaching & Learning Methodology**

- Lectures
- Projects
- Case Studies
- Assignments

### **Books Recommended**

- 1. 'Cost Management Accounting', Ravi Kishore, Taxman Publication.
- 2. 'Management Accounting', Paresh Shah, Oxford University Press.
- 3. 'Management Accounting', Khan & Jain, TMH.

- http://bookboon.com/en/textbooks/accounting
- http://www.globusz.com
- http://www.accounting.coach.com



**SEMESTER II (TWO)** 

**CODE** PGMB203

Name of Subject Marketing Management

# **Teaching & Evaluation Scheme**

Teaching Scheme (Hours)			Evalua	ation Scheme	(Marks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

# **Objectives**

- Help to Understand the Behavioral Dynamics of Consumers
- Help to Understand Internal & External forces that affect the Marketing of a Product / Services
- To Understand the Strategic aspects and Implementation

## **Prerequisite**

• Basic Understanding of Concepts of Management and Organizational Dynamics.

Sr.	Course Contents	Number
No.		of Hours
1	Understanding Marketing Management and Marketing Environment: Importance of Marketing, Scope of Marketing, Fundamental Marketing Concepts, Company orientation towards market place	05
2	Value Chain and Value Delivery Process	05



	Corporate, Divisional and Business Unit Strategic Planning					
3	Gathering Market Information (MKiS) Scanning Environment	05				
4	Creating Customer value, Satisfaction and Loyalty	05				
5	Factors Influencing Consumer Behavior and Buying Process	04				
6	Organizational Buying, Business Buying Process and Participants in Business Buying Process, Purchasing and Procurement Process	04				
7	Market Segmentation and Targeting	04				
8	Dealing with Competition					
9	Setting Product Strategy	04				
10	Designing and Managing Services	04				
11	Developing Pricing Strategies and Programs					
12	Designing and managing value networks and Channels	04				
13	Introduction to Integrated Marketing Communication: Role of Marketing Communication, Developing Effective Communication, Marketing Communication Mix and IMC Process	04				
14	Introduction to new Market offering	04				
Total Hours						

Theoretical Outcome Students are able to Understand the Marketing Environment,

Segmentation, Targeting, Positioning, Marketing Mix and related

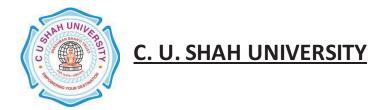
Strategies

Practical Outcome Develop basic Skills to deal with the Marketing Strategies and

Implementation of the same

# **Teaching & Learning Methodology**

Lectures

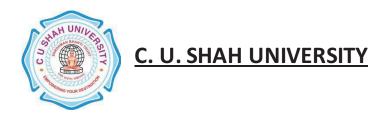


- Case Studies
- Assignments
- Presentation

### **Books Recommended**

'Marketing Management: Analysis, Planning, Implementations and Control', Philip Kotler, Pearson Education, New Delhi, Latest Edition.

- 1. <a href="http://www.vutube.edu.pk/index.php?option=com\_hwdvideoshare&Itemid=0&task=search">http://www.vutube.edu.pk/index.php?option=com\_hwdvideoshare&Itemid=0&task=search</a>
- 2. <a href="http://www.mindtools.com/public\_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management">http://www.mindtools.com/public\_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management</a>



**SEMESTER II (TWO)** 

**CODE** PGMB204

Name of Subject Financial Management

## **Teaching & Evaluation Scheme**

Teaching Scheme ( Hours)			Evalua	tion Scheme (	( Marks)	
Th	Tu	P	Total	External	Internal	Total
60	0	0	60	70	30	100

Objective

Basics of finance which can help a student to understand the complexity of the

valuation in further studies.

**Prerequisite** Basic knowledge of simple interest, compound interest, its uses and its

application.

Sr.	Course Contents	Number
No.		of Hours
1	Concept of Finance, Scope and objectives of Finance; Profit Maximization vs. Wealth Maximization	04
2	Functions of Finance Manager in Modern Age, Financial decision areas	03
3	Time value of money, Risk and Return analysis, Valuation of Securities	06
4	Concept of Gross Working Capital & Net Working Capital, Various Approaches to Working Capital Management	04
5	Factors affecting Working Capital requirement, Working Capital Management: Management of cash, Inventory and Receivables.	05
6	Working Capital Financing: Sources of Short Term Financing, Role of	06



06
03
05
03
04
04
03
04
60

**Theoretical Outcomes** Understanding the complexity of the financial calculation.

**Practical Outcomes** Application of financial system, capital structure of the organization, uses of working capital and maximization of shareholders net worth using various financial tools.

# **Teaching & Learning Methodology**

- Lectures
- Case Studies
- Class Participation

### **Books Recommended**

- 1. 'Financial Management', I M Pandey, Vikas Publication.
- 2. 'Financial Management, Theory & practice', Prasanna Chandra, TMH.
- 3. **'Financial Management'**, *R P Rustogi*, Taxmann.

- http://educationportal.com/articles/List\_of\_Free\_Online\_Financial\_Management\_Courses.html
- 2. http://www.openlearningworld.com/innerpages/Finance%20for%20managers.html



# **SEMESTER II (TWO)**

**CODE** PGMB205

Name of Subject Production & Operations Management

# **Teaching & Evaluation Scheme**

Teaching Scheme ( Hours)			Evaluation Scheme ( Marks)			
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

**Objective** Terminologies used in production lines and increasing the

effectiveness of the production line.

**Prerequisite** Basic knowledge of Production and Materials Management.

Sr.	Course Contents	Number
No.		of
		Hours
1	Nature and Scope of Production and Operations Management, Types of Manufacturing Systems (production Processes)	04
2	Facility Location with examples	05
3	Facility Layouts, Layout Planning and Analysis, Line Balancing— Problems	06
4	Understand the basis of Inventory Management decisions	04
5	The hierarchical approach to planning and various methods of Inventory Management	06
6	Capacity and Aggregate production planning. Material Handling – Principles- Equipments	05
7	Project management and Operations Scheduling (Gantt chart, CPM	08



	and PERT methods)			
8	Project crashing, Job sequencing (n-jobs on one machine and n jobs on m-machines)	08		
9	JIT and Lean Manufacturing Systems	03		
10	TQM and Six-sigma, ISO 9000 and other ISO series	03		
11	Statistical Quality Control, Acceptance Sampling	04		
12	Industrial Safety and Safety Management	04		
Total Hours				

**Theoretical Outcomes** Understanding the importance of quality in the manufacturing sector.

**Practical Outcomes** Application of increasing the productivity of the organization with optimum usage of available resources and reaping profits by adhering to the prescribed quality.

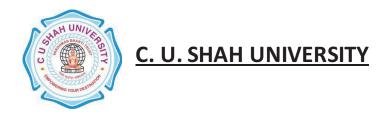
# Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation

#### **Books Recommended**

- ❖ 'Operation Management for Competitive Advantage', R.B.Chase, F.R. Aquilano, N.J.Agrawal N.K., TMH.
- 'Production & Operation Management', Kanishka Bedi, OUP.
- 'Production & Operation Management', K. Aswathappa & K. Shridhara Bhat, Himalaya.

- http://alison.com/courses/Introduction-to-Operations-Management
- http://www.masterclassmanagement.com/BusinessManagementCourse



## **SEMESTER II** (Two)

CODE PGMB206

Name of Subject Human Resource Management

# **Teaching & Evaluation Scheme**

Teaching Scheme (Hours)			Evalua	tion Scheme	(Marks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

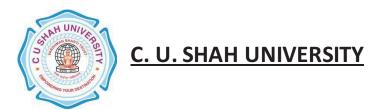
**Objective** To acquaint the students with Human Resources Management and to

develop in them the ability to acquaint them in the Corporate World.

**Prerequisite** The main purpose is to assist the Students in Developing Skills – soft and

hard, and Decision Making in the Organizations.

Sr.	Course Contents	Number
No.		of Hours
1	Introduction to Human Resource Management	03
2	The Strategic Role of Human Resource Management	03
3	Job Analysis	04
4	HR Planning and Recruiting	04
5	Employees Testing and Selection	04
6	Interviewing Candidates	04
7	Training and Development	04
8	Performance Management and Appraisal	04
9	Establishing Strategic Pay Plans	04
10	Industrial Relations – Definitions and Main Aspects	03
11	Minimum Wage Legislation	03



	Total Hours	60
17	Legislation Concerning Settlement of Industrial Dispute	03
16	Trade Union Legislations	04
15	Collective Bargaining	04
14	Factories Act	03
13	Method of setting Industrial Dispute	03
12	Payment of Wages Legislation	03

Theoretical Outcome It helps students appreciate relevant tools and techniques to

internalize and critical functions of human resources management, and sensitize students to human resources developments

processes.

Practical Outcome Can analyze the job, manage the laborer of the organization, job

evaluation, as well as ability to apply legal framework on pays and

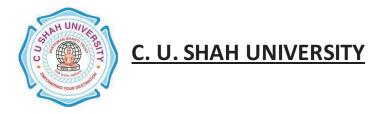
benefits

# **Teaching & Learning Methodology**

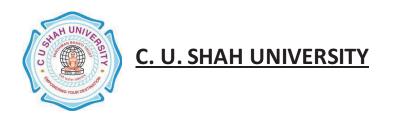
- Lectures
- Case Studies
- Assignments
- Presentation

### **Books Recommended**

- 'Human Resources Management' by Gargy Dessler and Biju Varkkery, Pearson
- 'Human Resource Management' by Pravin Durai, Sultan Chand & Sons, Pearson Publication
- ❖ 'Essential of Human Resource Management and Industrial Relatives' by *P. Subba Rao*, Himalaya Publications



- http://www.technologyevaluation.com/search/for/free-human-resources-study-material.html
- http://www.managementparadise.com/forums/articles/198657-ppt-principles-h-r-management.html
- http://www.docbigs.net/human/human-resource-management-gary-dessler-11th-edition-ppt-free-download/



**SEMESTER II (TWO)** 

**CODE** PGMB207

Name of Subject Management Information Systems

# **Teaching & Evaluation Scheme**

Teaching Scheme ( Hours)			Evaluation Scheme ( Marks)			
Th	Tu	P	Total	External	Internal	Total
60	0	0	60	70	30	100

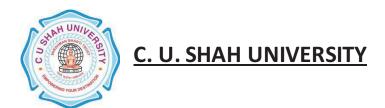
**Objective** Understand the basic use & need of information system in an

organization.

**Prerequisite** Basic Computer Knowledge and different terminologies related with

computer systems.

Sr.	Course Contents	Number
No.		of Hours
1	Introduction of Information Systems, Effect on Organization, Managers, Evolution of IS, Reasons for IS, Changing Environment and its impact on Business - The IT/IS and its influence	04
2	The Organization: Structure, Managers and activities - Data, Information and its Attributes - The level of people and their Information needs	05
3	Types of Decisions and Information - Information System, categorization of Information on the basis of nature and characteristics	04
4	Enterprise Resource Planning(ERP), ERP implementation, Benefits of ERP	04
5	Transaction Processing System(TPS) – Office Automation	05



	System (OAS) – Management Information System (MIS)	
6	Decision Support System (DSS) and Group Decision Support System (GDSS)	06
7	Expert System (ES) – Executive Support System (ESS)	05
8	Communication, Media, Modems & Channels - LAN, MAN & WAN	04
9	Network Topologies, Internet, Intranet and Extranet, Wireless technologies like Wi-Fi, Bluetooth	04
10	Ethical responsibilities of Business Professionals – Business, Technology	04
11	Computer crime – Hacking, Cyber Theft, unauthorized use at work	04
12	Piracy – Software and Intellectual property. Privacy – Issues and the Internet Privacy	03
13	Challenges – working condition, individuals. Health and Social Issues	03
14	Ergonomics and Cyber Terrorism.	02
15	Practical Applications of MIS in Various Functions of an Organization	03
	60	

**Theoretical Outcomes** Through understanding of the information systems.

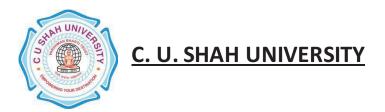
**Practical Outcomes** Application of information system within an organization and the use of IS in decision making at various levels of an organization as well as key role of IS in drafting & guiding the strategy of the organization.

# **Teaching & Learning Methodology**

- Lectures
- Case Studies
- Class Participation

### **Books Recommended**

- 'Management Information Systems: Managing the Digital Firm', Laudon & Laudon, Pearson.
- **❖** 'Management Information Systems- Managing Information Technology in the Business Enterprise', O'Brien J, TMH.



- **☆ 'Management Information Systems'**, *Mc leod, Raymond & Schell, George P*, Pearson. **E-Resources**
- http://www.openlearningworld.com/innerpages/Fundamentals%20of%20MIS.htm
- http://education-portal.com/articles/List\_of\_Free\_Online\_MIS\_Courses\_and\_Classes.html