Syllabus-PGDBA

Course I : Principles and Practice of Management


Module: II  Planning concept and significance elements of planning, various types of planning, policy, strategy and objective setting. Planning techniques, decision making, steps in decision making, elements and principles of decision making. Decision making models.

Module: III  Introduction to Classical, Neo-Classical and Modern theories of organisation, organisation structure, Dimensions, structure and strategy, formal and informal organisations, concepts, significance and determinants. Definition of staffing, the systems approach to Human Resources Management, overview of staffing functions.

Module: IV  Leading: Directing: Leading process, significance, principles and requirements of Directing – definition, ingredients, Trait approaches to leadership- based on the use of authority, Likert’s four systems of management, the managerial grid (Robert Blake and John Mouton Model Human Factors and Motivation. Motivation and Motivators, the Carrot & Stick theory of motivating, Basic theories of motivation. McGregor’s theory X and Y, Maslow’s need hierarchy theory, the motivation-hygiene approach to motivation relative analysis of theories.

Module: V  Controlling: the basic control process, critical control points and standards, control as a feedback system, requirements for effective controls, control techniques budgets, non budgetary control devices, time-event network analysis, IT and control functions, the principles of preventive control-management audit and enterprise, self audit. Emerging Trends in management. A broad sweep of emerging organisations information-based, total quality and organizational learning, Global dimensions of Management.
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Course II : Business Policy and Environment


Course III: Marketing Management


Module: IV  Sales force management, Selection of Advertising Media, Sales Promotion.

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Course IV :  Human Resource Management


Course V : ACCOUNTING FOR MANAGERS


Module: IV  Construction and Analysis of Funds Flow and Cash Flow Statements.

Module: V  Human Resource Accounting.
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Course VI : INTERNATIONAL BUSINESS ENVIRONMENT


Module: II The international business environment - influence of country differences in political systems, economic systems, legal systems and cultural attitudes on international business. Ethical issues in international business.


International Monetary system-funding and strategies of IMF and World Bank-foreign exchange market - trading mechanism-exchange rate determination-balance of trade-stability of exchange rate.