

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus for Post-Graduation Diploma in Management (PGD) Semester-I

(Effective from the session: 2022-23)

**Post Graduation Diploma in Management (PGDM)
Semester-I**

PROGRAMME OUTCOMES FOR PGDM

1. Apply knowledge of management theories and practices to solve business problems (To impart state-of-the-art skills and knowledge in functional areas of management with the objective of preparing students for cross functional roles in industry).
2. Foster Analytical and critical thinking abilities for data-based decision making (To hone analytical and problem-solving skills using modern day managerial tools to enhance decision making capabilities).
3. Ability to develop Value based Leadership ability (To develop the students' personality, integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct).
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business (To build awareness about the socio-economic environment both domestic & international and its implications for businesses).
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. (To achieve business goals while working with colleagues and while keeping the local, regional, and global context in focus).
6. Apply knowledge of management theories and practices to solve business problems (To impart state-of-the-art skills and knowledge in functional areas of management with the objective of preparing students for crossfunctional roles in industry).
7. Foster Analytical and critical thinking abilities for data-based decision making (To hone analytical and problem-solving skills using modern day managerial tools to enhance decision making capabilities).
8. Ability to develop Value based Leadership ability (To develop the students' personality, integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct).
9. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business (To build awareness about the socio-economic environment both domestic & international and its implications for businesses).
10. Ability to foster research practices by contributing effectively through publications to enhance academic knowledge. (To conduct research issues and problems in the local, regional, national, and global context and to publish meaningful and workable solutions to the relevant problems)

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PROGRAMME SPECIFIC OUTCOMES (PSOS) FOR PGDM

1. To develop students with a solid foundation in managing organisation with effective communication and analytical skills for a successful career in business management.
2. To develop value adding business leaders able to apply cutting-edge ideas and new skills in practice
3. To inculcate in students the ability for professional development through innovation, training and self-study.
4. To introduce students towards social sensitivity, professional ethics and integrity.
5. To inculcate in students the ability for professional development through innovation, training and self-study.
6. To introduce students towards social sensitivity, professional ethics and integrity.
7. To develop value adding business/academic leaders able to apply cutting-edge ideas and new skills in practice and close the gap between academia and industry practices.
8. To develop students with a solid foundation in Theory and Research to contribute meaningfully for a successful growth of corporate or academic institution



Faculty of Management
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S.N.	Course Code	Th/ Pr	Subject	Type of Course	Teaching hours per week			TC	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MPGD 101	Th	Management Principles and Process	core	3	1		4	70	30			100
2	MPGD 102	Th	Organizational Behavior and Management of change	core	3	1		4	70	30			100
3	MPGD 103	Th	Managerial Economics	core	3	1		4	70	30			100
4	MPGD 104	Th	Accounting for managers	core	3	1		4	70	30			100
5	MPGD 105	Th	Fundamental of Computers	core	3	1		4	70	30			100
6	MPGD 106	Th	Legal framework of business	core	3	1		4	70	30			100
7	MPGD 107	Th	Business Statistics	core	3	1		4	70	30			100
8	MPGD 108	Th	Entrepreneurial Development	core	3	1		4	70	30			100
Total Contact hr. per week: 32			Total Credit: 32						Total Marks:				800

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Course Title	Management Principles and Process				
Course Code	MPGD 101				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Basic knowledge of Management terminologies and Functions.				
Course Objectives	<ul style="list-style-type: none"> • An understanding of the many roles and functions of management within a business is a key for those aspiring to become managers of the future. • This module covers the principles and functions of management. Students are taught the key elements in planning and decision-making and the significance of different controls required in an organization. 				
Course Contents	<p>UNIT I: Introduction</p> <p>Concept of Management, Management: Art and Science, Management Vs Administration, Levels of Management, Functions of management, Management as a Profession, Management skills, Qualities and characteristics of managers. Evolution of Management thought: Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Social responsibility of managers, Managerial Ethics.</p> <p>UNIT II: Planning and Decision Making</p> <p>Concept of planning, Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning. MBO, Management by Exception. Decision Making: Strategies of decision making, Steps in rational decision-making process, Factors influencing decision making process, psychological bias and decision support system.</p> <p>UNIT III: Organizing</p> <p>Defining organizing, Principles of organizing, Process of organizing, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization.</p> <p>UNIT IV: Staffing, Directing and Motivation</p> <p>Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Techniques of directing and supervision, Types of</p>				

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	<p>supervision, Essential characteristics of supervisor. Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation.</p> <p>UNIT V: Leadership and Control</p> <p>Leadership vs. Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader.</p> <p>Controlling: Concept, Importance of controlling, Types of control, Steps in control process.</p>
<p>Course Outcomes</p>	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Discuss and explain the basic principles and functions of management in an organization and issues in their achievement. • Discuss and explain the importance of strategic management, the key steps in the strategic management process and the different types of organizational strategies that can be employed. • Summarize the elementary concepts, principles and theories of management • Examine the managerial functions having an impact on the organizational effectiveness • Identify the contemporary issues and challenges in management
<p>Text Books</p>	<ol style="list-style-type: none"> 1. Principles & Practices of Management, L.M. Prasad, Sultan Chand & Sons, New Delhi, 9th Edition, 2015. 2. Management, Stephen Robbins & Coulter Mary, Prentice Hall India, 14th Edition, 2016.
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Management, Stoner, Freeman & Gilbert Jr. Prentice Hall, 6th Edition, 2009. 2. Essentials of Management, Harold Koontz & Heinz Wehrich, Tata McGraw Hill, 8th Edition, 2010.

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Course Title	Organizational Behavior and Management of change				
Course Code	MPGD 102				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Knowledge about the organization and management.				
Course Objectives	<ul style="list-style-type: none"> Organizational Behavior is concerned with the behavior of people both as individuals and groups within Organizations. The Course is divided into two parts commonly referred to as Micro and Macro. In the micro and macro level, we will be concerned with some of the crucial factors at individual and group levels and deals with the institutional arrangements that are important for the efficient functioning of Organizations respectively. A key point that needs to be emphasized in this is that there is no 'best' and 'only' way to deal with any of the issues that will be examined. Thus, it is more appropriate to think through the process logically instead of looking for 'quick fix' solutions to any problems that you may be faced with. 				
Course Contents	<p>UNIT I Introduction to OB: OB scope & processes -The changing context, Challenges & Opportunities of OB, developing OB Model.</p> <p>UNIT II The Individual: Foundations of Individual Behavior-Learning, Theories of Learning, Attitude, Values and Job Satisfaction – Defining Attitude, Components of Attitude, Attitude & Behavior Relationship, Major Job Attitudes. Overview of Perception, Personality & Personal Effectiveness- Introduction to Personality, The Myers& Briggs Type, Big 5 Model, Major Personality Attributes influencing OB, Emotions, Emotional Labor& Emotional Intelligence.</p> <p>UNIT III</p>				

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	<p>Motivation Concepts and Application: Defining Motivation, Theories of Motivation, Various Motivational Tools and Techniques useful for organizations, Leadership, Contemporary approach to leadership, Foundations of Group Behavior, Understanding Work Team Effectiveness, Decision making.</p> <p>UNIT IV</p> <p>Building Interpersonal Relationship, Transactional analysis, Human Relations at workplace. An Introduction to the concept of Human Behavior, Interpersonal Relation Two- & Three-Dimensional Theories of Interpersonal Behavior Transactions – Types of Transactions, Relevance in Industry and Human life. Structural Analysis, Life positions Stroking, Script Analysis, Ego States, Application of TA in Human Resource Management</p> <p>UNIT V</p> <p>Power & Politics, Bases of Power, Power and politics interrelationship, Implications for Managers. Emotions, Stress management & Workplace balance, Conflict & Negotiation Management, Culture, Organizational Change & Organizational Development.</p>
<p>Course Outcomes</p>	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Explain concept of Organizational Behavior. • Explain the concept of Individual Behavior. • Identify the concept of emotional intelligence • Interpret leadership styles • Apply concepts of motivation • Apply the concept of interpersonal relationship at workplace.
<p>Text Books</p>	<ol style="list-style-type: none"> 1. Organizational Behavior, Aswathappa K, Himalaya Publication, 11th Edition, 2014. 2. Organizational Behavior, Stephen Robbins, Pearson's Publications, 16th Edition, 2016.
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Organizational Behavior-Text & Cases, Kavita Singh, Vikas Publishing House Pvt. Ltd. 1st Edition, 2010. 2. Organizational Behaviora Modern Approach, Arun Kumar & N Meenakshi, Vikas Publishing House Pvt. Ltd. 1st Edition, 1st Reprint, 2009. 3. Organizational Behavior, S. L. Me Shane, M. A. Vong G Liinow Radha R. Sharma, 2012, 5th Edition, Tata McGraw Hill. 4. Organizational Behaviour, V.S. P Rao, 2nd Edition, 2012, Excel Books.

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	<p>5. Management and Organizational Behavior Text and Cases, Rao, P. Subha, Himalaya, Mumbai, 2nd Edition, 2012.</p> <p>E Books: 1http://www.himpub.com/documents/Chapter1031.pdf</p>
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Course Title	Managerial Economics			
Course Code	MPGD 103			
Course Credits	L	T	P	TC
	3	1		4
Prerequisites	Basic knowledge about the Managerial Economics			
Course Objectives	<ul style="list-style-type: none"> This course helps students in applying and analyzing the concepts, theories, and methods of microeconomics and macroeconomics, solving business problems being faced by an organization. Students will be able to evaluate the intent and outcomes of the economic and business models and strategies which are relevant to applications in managerial decision making and government policies to correct economic problems. 			
Course Contents	<p>UNIT I</p> <p>Relevance of economics for business decisions, Role of Managerial Economist and Business decision making. Demand Analysis – individual market and firm demand, Determinants of demand, Elasticity measures and business decision making, Demand Estimation and demand Forecasting, Supply Analysis.</p> <p>UNIT II</p> <p>Production functions: Single variable – Variable Proportions, two variables - Returns to scale; cost minimization and output maximization, various cost concepts, cost functions, Economies of scale and economies of scope (simple numerical problems to be solved).</p> <p>UNIT III</p> <p>Market morphology, price and output determination under different market conditions: Perfect competition, monopoly, monopolistic competition, and oligopoly, Descriptive pricing approaches: Full cost pricing, product pricing; Price skimming, penetration pricing. Input pricing; Concepts of consumption.</p> <p>UNIT IV</p>			

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	<p>Saving, and Investment, Circular flow of Income, Velocity of Money, Phases of business cycle, Inflation and Philips Curve Analysis, Deflation and Disinflation, Fiscal and Monetary policies. Instruments of Fiscal and Monetary Policies.</p> <p>UNIT V</p> <p>National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income. Consumption Function and Investment Function.</p>
Course Outcomes	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Identify the Essentials of Managerial Economics and Market Equilibrium. • Experiment with the Production Function and Production Costs. • Experiment with the Market Structures • Explain fiscal and monetary policy of an economy. • Explain the concept of national income.
Text Books	<ol style="list-style-type: none"> 1. Managerial Economics- D. N. Dwivedi, Vikas Publishing House, New Delhi, 8th Edition, 2015. 2. Managerial Economics (Analysis of Managerial Decision Making), H L Ahuja, S Chand, 9th Edition
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics Principles and Worldwide Applying (MEPWA) Dominick Salvatore and Siddhartha K. Rastogi, Oxford University Press, 8th Edition, 2016 2. Managerial Economics (MEK) Paul G. Keat. Philip K. Y. Young and Sreejata Banerjee, Pearson Education, New Delhi, 6th Edition, 2012. 3. Managerial Economics (MET) Christopher R. Thomas, S. Charles Maurice and Sumit Sarkar, Tata McGraw Hill, Education Pvt. Ltd., New Delhi, 9th Edition, 2011. 4. Macroeconomics Policy Environment (MPE) Shyamal Roy, McGraw Hill, Education Pvt. Ltd, New Delhi, 2nd Edition, 2016. 5. Managerial Economics Problems and Cases PL Mehta Sultan Chand & Co., Edition 2016.

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Course Title	Accounting For Managers				
Course Code	MPGD 104				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Basic knowledge about accounting.				
Course Objectives	<ul style="list-style-type: none"> • To acquaint the students with the fundamental's principles of financial, cost and management accounting • To enable the students to prepare, analyze and interpret financial statements and • To enable the students to take decisions using management accounting tools. 				
Course Contents	<p>UNIT I</p> <p>Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts –Trading, Profit and Loss Account and Balance Sheet with Adjustment Entries, Simple Problems Only - Capital and Revenue Expenditure and Receipts.</p> <p>UNIT II</p> <p>Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple Problems Only.</p> <p>UNIT III</p> <p>Funds Flow Analysis – Funds from Operation, Sources and Uses of Funds, Preparation of Schedule of Changes in Working Capital and Funds Flow Statements – Uses and Limitations - Cash Flow Analysis – Cash from Operation – Preparation of Cash Flow Statement – Uses and Limitations – Distinction Between Funds Flow and Cash Flow</p> <p>UNIT IV</p>				

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	<p>Marginal Costing - Marginal Cost and Marginal Costing - Importance - Break-Even Analysis - Cost Volume Profit Relationship – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, accepting a Foreign Order, Deciding Sales Mix.</p> <p>UNIT V</p> <p>Cost Accounting - Elements of Cost - Types of Costs - Preparation of Cost Sheet – Standard Costing – Variance Analysis – Material Variances – Labour Variances – Simple Problems Related to Material and Labour Variances Only.</p>
Course Outcomes	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Explain the concepts of accounting as per International Standards • Make use of financial statement of business entities. • Analyze the financial statement of corporate entity. • Examine financial statement for decision making. • Utilize financial statement of companies through ratios.
Text Books	<ol style="list-style-type: none"> 1. Essentials of Financial Accounting, Ashish K. Bhattacharya, PHI, 4th Edition, 2017. 2. Accounting for Managers Starting from Basics, C. Ramagopal, New Age International, 2009.
Reference Books	<ol style="list-style-type: none"> 1. Financial Accounting for Management D.D. Harsolekar, Edutech Publishing Co., 6th Edition, 2013. 2. Financial Accounting for Management, N. Ramachandran& Ram Kumar Kakani, McGraw Hill Education, 4th Edition, 2018. 3. Financial Accounting – Principles & Practices, Prof. Jawaharlal& Dr. Seema Srivastava, Practices S. Chand, 3rd Edition, 2014. 4. Accounting for Management, M N Arora, Himalaya Publishing House, 1st Edition, 2010 5. A Textbook of Accounting for Management, S N Maheshwari, Sharad K Maheshwari, Vikas Publishing House Pvt Ltd,2010.

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Course Title	Fundamentals Of Computers				
Course Code	MPGD 105				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Basic knowledge about the computers.				
Course Objectives	<ul style="list-style-type: none"> The general objectives of this course are to provide fundamental concepts of information and communication technology 				
Course Contents	<p>UNIT I Introduction to Computer System: Introduction to Computer, Characteristics of Computer, Applications of Computer, Classifications of Computer, Mobile Computing, Anatomy of Digital Computer, Computer Architecture, Memory and its Classifications, Input devices, Output devices, Interfaces.</p> <p>UNIT II Computer Software and Operating System: Introduction to Software, Types of Software, Program vs Software, Computer Virus and antivirus. Introduction to Operating System, Function of Operating System, Types of Operating System, Open-Source Operating System.</p> <p>UNIT III Database Management System: Introduction to DBMS, Database Models, SQL, Database Design and Data Security, Data Warehouse, Data Mining, Database Administrator.</p> <p>UNIT IV Data Communication and computer Network: Introduction to Communication system, Mode of Communication, Introduction to Computer Networks, Types of Computer Networks, LAN Topologies, Transmission Media, Network Devices, OSI References Model, Communication Protocols, Centralized vs Distributed System.</p>				

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	<p>UNIT V</p> <p>Internet and WWW: Introduction to internet and its applications, Connecting to the Internet, Client/Server Technology, Internet as a Client/Server Technology, Email, Video-Conferencing, Internet Service Providers, Domain, Name Server, Internet Address, Internet Protocols, (IP, TCP, HTTP, FIP, SMTP, POP, Telnet, Gopher, WAIS), Introduction to Intranet, Internet vs Intranet vs Extranet,</p>
Course Outcomes	<ul style="list-style-type: none"> • To make students capable of using different application packages in their personal as well as professional life. • Formulate opinions about the impact of computers on society • Possess the knowledge of basic hardware peripherals • Know and use different number systems and the basics of programming • Solve basic computational problems with C language
Text Books	<ol style="list-style-type: none"> 1. Comer, Douglas 2nd ed Pearson Computer Networks & Internets: With Internet Applications Comer, D. E/ Narayanan, M. S. 4th ed Pearson 2. Computer Organization & Architecture: Designing for Performance Stallings, William 6th ed PHI
Reference Books	<ol style="list-style-type: none"> 1. Computer Fundamentals: concept, system & application -8th edition by Priti Sinha, Pradeep K., Sinha 2. Fundamentals of Computers: 6th edition by V. Rajaraman, Neeharika Adabala.

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Course Title	LEGAL FRAMEWORK OF BUSINESS				
Course Code	MPGD 106				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To know about the basic of law.				
Course Objectives	<ul style="list-style-type: none"> The objective of this course is to acquire knowledge and understanding of major commercial and economic laws. 				
Course Contents	<p>UNIT I The Indian Contract Act 1872: Meaning and Essentials of Contract. Kinds of Contract: Based on- Validity, Formation & Performance. Laws relating to Offer and Acceptance, Consideration, Competency to Contract, Free Consent, Void Agreements. Performance of Contracts. Discharge of Contracts. Breach of Contracts and Quasi Contract. Special Contracts: Contract of Indemnity and Guarantee, Bailment and Pledge, and Agency.</p> <p>UNIT II Sale of Goods Act 1930: Sale and Agreement to Sell. Implied Conditions and Warranties. Sale by Non-Owners, Rights of Unpaid Seller.</p> <p>UNIT III Negotiable Instruments Act 1881: Meaning of Negotiable Instruments, Types of Negotiable Instruments, Promissory Note, Bills of Exchange, Cheque.</p> <p>UNIT IV The Companies Act 2013: Meaning and Types, Incorporation, Memorandum & Articles of Association, Prospectus, Issue of Shares and Bonus Shares, Rights Issue, Sweat Equity, Role of Directors, Share Qualification, Company Meetings.</p> <p>UNIT V Consumer Protection Act 1986: Objectives and Machinery for Consumer Protection, Defects and Deficiency Removal, Rights of Consumers. The Right</p>				

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	to Information Act 2005: Salient Features and Coverage of the Act, Definition of terms-Information, Right, Record. Public Authority, Obligations of Public Authorities, Requesting Information and Functions of PIO.
Course Outcomes	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Explain the provisions of The Indian Contract Act 1872. • Explain the provisions of Sale of Goods Act 1930. • Outline the concept and types of Negotiable Instruments as per Negotiable Instruments Act 1881. • Summarize the provisions of Companies Act 2013. • Interpret the provision of Consumer Protection Act 1986 and The Right to Information Act 2005.
Text Books	<ol style="list-style-type: none"> 1. Handbook of Corporate Laws by Bharat Law House, New Delhi 2. Lee Reach, Business Laws, Oxford University Press, UK
Reference Books	<ol style="list-style-type: none"> 1. Singh, Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow 2. Sharma J. P., and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd, New Delhi. 3. Bhandari, Munish, Professional Approach to Corporate Laws and Practice, Bharat Law House, New Delhi

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Course Title	Business Statistics				
Course Code	MPGD 107				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Basic concept of statistics				
Course Objectives	<ul style="list-style-type: none"> It gives students an opportunity to progress rapidly in their familiarity with a variety of Quantitative methods for describing distributions and for analyzing the nature, significance, and strength of relationships between variables. This course begins at an elementary level assuming no prior knowledge of statistics and ends with advanced techniques for handling multivariate analysis. 				
Course Contents	<p>UNIT I</p> <p>Introduction to statistics: Frequency distribution and grouping of data, Qualitative & Quantitative data. Measures of Central Tendency and their applications in business world. Computation of Arithmetic Mean, Geometric Mean, Mode, Median for grouped and ungrouped data, their applications in business world situations. Measures of Dispersion and their application in field of finance and marketing, Computation of Range, Quartile Deviations, Mean and Standard Deviations, Coefficient of Variation, Percentiles and Deciles, their application in the field of finance and Marketing. s</p> <p>UNIT II</p> <p>Correlation, Conceptual understanding of Scatter plots, Correlation calculation by Product Moment method. Test of Correlation Coefficient, Spearman's Rank method, Simple Regression, Introduction to simple regression, Line of Regression, Plane of Regression, least squares principle, drawing the regression line, Multiple, Regression, Test of Regression Equations, F test.</p> <p>UNIT III</p>				

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	<p>Theory of Probability: Basic concepts of Probability, Approaches to the calculation of Probability, Bayes theorem. Probability Distributions: Discrete and Continuous Probability Distribution, Binomial, Poisson and Normal distributions, their application in business world. Marginal, Conditional and Joint probability.</p> <p>UNIT IV</p> <p>Theory of Estimation: Point Estimate and Interval estimates of mean and proportion of large and small samples, one samples Test of hypothesis, Two sample Test of hypothesis testing.</p> <p>UNIT V</p> <p>Introduction, Chi square as a test of hypothesis, Chi Square as a test of goodness fit. Analysis of variance, inferences about population variance, Introduction to time series. Variations in Time series Trend analysis. Cyclical variations, Seasonal variations, Irregular variations, Time series analysis & forecasting, Statistical Analysis using Excel.</p>
Course Outcomes	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Define the basic statistical concepts. • Explain simple linear regression and correlation analysis in business decision making. • Explain time series with different structures and Trend. • Illustrate the basic concepts of probability and theoretical probability (binomial, normal) distributions. • Explain the concept of index numbers and its construction.
Text Books	<ol style="list-style-type: none"> 1. Statistical technique in Business & Economics, Lind, Marchal & Wathen, McGraw Hill Education, 16th Edition, 2017.
Reference Books	<ol style="list-style-type: none"> 1. Business Statistics, Ken Black, Wiley India, 7thEdition, 2018. 2. Fundamentals of Business Statistics, J.K Sharma, Vikas Publishing house Pvt ltd, New Delhi, 2ndEdition, 2018. 3. Statistics for Management, Prentice Levin and Rubin, Pearson, 7th Edition, 2018. 4. Business Statistics in practice, Bruce L. Bowerman, Tata Mc Graw Hill, 7th Edition, 2018

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E Books:

1. Introductory Statistics: Concepts, Models and Applications,
[http://www.pdf titles.com/book /13223/introductory-statistics concepts-models-and Applications](http://www.pdf titles.com/book /13223/introductory-statistics-concepts-models-and-applications), 1996.
2. Business Statistics, <https://www.pinterest.com/pin/760404718307803413/>, 2008.

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Course Title	Entrepreneurial Development				
Course Code	MPGD 108				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Basic concept of Entrepreneur				
Course Objectives	<ul style="list-style-type: none"> This course aims to provide necessary input for entrepreneurial effort and planning the start of new venture to enable them to investigate, understand and internalize the process of setting up a business. 				
Course Contents	<p>UNIT I</p> <p>Introduction: Concept of Entrepreneurship; Role of entrepreneurship in economic Development; Factors impacting emergence of entrepreneurship; Managerial vs. entrepreneurial approach; Types of Entrepreneurs. Characteristic of successful entrepreneurs; Entrepreneurship process; Women Entrepreneurs; Social entrepreneurship; Entrepreneurial challenges</p> <p>UNIT II</p> <p>Entrepreneurship Development and Leadership: Types of startups; Entrepreneurial class Theories; Entrepreneurial training; EDP Programmer; Characteristics of entrepreneurial leadership, Components of Entrepreneurial Leadership; International Entrepreneurship- Opportunities and challenges; Entrepreneurial Challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity.</p> <p>UNIT III</p> <p>New Venture Planning: Methods to Initiate Ventures; Acquisition-Advantages of acquiring an ongoing venture and examination of key issues; Franchising- how a franchise works, franchising law, evaluating of franchising opportunities; Developing a Marketing plan-customer analysis, sales analysis and competition analysis, steps in marketing research, Marketing Mix; Business Plan-benefits of drivers, perspectives in business plan preparation, elements of a business plan; Business plan failures.</p>				

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	<p>UNIT IV</p> <p>Financing Venture: Financing Stages; Sources of Finance; Venture Capital; Criteria for evaluating new venture proposals; Evaluating Venture Capital- process; Sources of financing for Indian entrepreneurs.</p> <p>UNIT V</p> <p>Special Issues for Entrepreneurs: Legal issues – Forming business entity, considerations and criteria, requirements for formation of a Private/Public Limited Company, Intellectual Property Protection- Patents, Trademarks and Copyrights – importance for startups, Legal acts governing business in India; International entrepreneurship- opportunities and challenges; Intrapreneurship.</p>
<p>Course Outcomes</p>	<p>After completion of these courses the students will be able to:</p> <ul style="list-style-type: none"> • Explain the concept of entrepreneurship. • Explain theories of entrepreneurship. • Summarize the problems faced by a woman entrepreneur. • Apply a project idea. • Interpret the sources of institutional finance. • Demonstrate the importance of small-scale industries and Government initiatives for their promotion.
<p>Text Books</p>	<ol style="list-style-type: none"> 1. Holt, David H., Entrepreneurship: New Venture Creation, PHI Learning. 2. Hishrich., Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin.
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Kumar, Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India. 2. Allen, K.R., Launching New Ventures: An Entrepreneurial Approach, Cengage Learning. 3. Ramachandran, K., Entrepreneurship Development, Tata McGraw Hill, India. 4. Robert, H. M., Manimala, M. Peters, and D. Shepherd, Entrepreneurship, Tata McGraw Hill, India 5. Natarajan., K and E. Gordon, Entrepreneurship Development, Himalaya Publication, India. 6. Vasant., Desai, Small- Scale Industries and Entrepreneurship,

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