

**Shri Rawatpura Sarkar University,
Raipur**



Examination Scheme & Syllabus

For

**Post Graduation Diploma in
Management (PGD)**

Semester-II

(Effective from the session: 2021-22)



Faculty of Management
Shri Rawatpura Sarkar University, Raipur
Post Graduation Diploma in Management (PGD)
Semester-II
Examination Scheme
(Effective from the session: 2022-23)

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	MPGD201	Th	Management Information System & DSS	Foundation	1	1	-	2	70	30	-	-	100
2	MPGD 202	Th	Research Methodology	Core	1	1	-	2	70	30	-	-	100
3	MPGD 203	Th	Entrepreneurship Development	Core	1	1	-	2	70	30	-	-	100
4	MPGD 204-A	Th	International marketing (Marketing Specialization)	Foundation	1	1	-	2	70	30	-	-	100
5	MPGD 204-B	Th	Sales and distribution management (Marketing Specialization)	Core	1	1	-	2	70	30	-	-	100
6	MPGD 205-A	Th	Management of Industrial Relations (HR Specialization)	Foundation	1	1	-	2	70	30	-	-	100
7	MPGD 205-B	Th	HRM: Training and Development (HR Specialization)	Core	1	1	-	2	70	30	-	-	100
8	MPGD 206	Th	Research Report & Viva	Core			-	2	-	-	70	30	100
Total Contact hr per week: 32				Total Credit: 16					Total Marks:				800



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Course Title	MANAGEMENT INFORMATION SYSTEM & DSS (NEW)				
Course Code	MPGD201				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	The basic knowledge about the management information system .				
Course Objectives	<ul style="list-style-type: none"> Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives 				
Course Contents	<p>UNIT I Introduction to Information Technology (IT), Database management systems (DBMS) and various data models, Concept of 2-Tier and 3- Tier architecture, System analysis and design ,software development life cycle.</p> <p>UNIT II Management Information systems (MIS), Transaction processing system (TPS), office automation system (OAS), Executive support system (ESS).</p> <p>UNIT III Decision support system (DSS), Expert system (ES), Functional applications of TPS, OAS, MIS, DSS, and ES in the organization.</p> <p>UNIT IV Designing MIS with software solutions (Case study for a Banking enterprise), characteristics of MIS and DSS, component of MIS and DSS, capability of DSS, classification of DSS; Simon’s, Model for decision making..</p> <p>UNIT V How Business use Information Systems; Strategic Information Systems for Competitive advantage Achieving Operational Excellence and Customer Intimacy; Contemporary Issues in Information Systems.</p>				
Course Outcomes	<ul style="list-style-type: none"> After the completion of the course student will understand the evaluate the role of information systems in today's competitive business environment evaluate the role of information systems in supporting various levels of business strategy 				
Text Books	1. Turban, Mclean, Wetherbe; Information Technology for Management, Transforming Organizations in the Digital Economy, Wiley Singapore Edition, 4th Edition (2004)				



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	<ol style="list-style-type: none">2. Gordon, B.Davis and Margrethe H.Olson; Management Information Systems: Conceptual Foundations, Structure and Development, McGraw-Hill, New York, 1985
Reference Books	<ol style="list-style-type: none">1. Laudon, Kenneth C, & Jane P.Laudon, Management Information System : Organisation and Technology, PHI Publication2. Narayan B. Management Information System , APH , New Delhi 19983. Senn, James A., Analysis and Design of Information Systems , McGraw Hill Publication



**Post Graduation Diploma under Management (PGD)
Semester-II
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Course Title	RESEARCH METHODOLOGY				
Course Code	MPGD 202				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	To basic knowledge about Importance of data collection, research design , sampling				
Course Objectives	<ul style="list-style-type: none"> The purpose of this paper to provide the in- depth knowledge of the research design. 				
Course Contents	<p>UNIT I Introduction to research: Concept, Types of Research, Characteristics of Good Research; Research Process; P problem Identification, Formulation of Business Research Objectives. Application of Research in the Functional Areas of Management: Marketing, Production, HR and Finance.</p> <p>UNIT II Research Designs: Exploratory, Descriptive and Causal Research Designs. Methods of Data Collection,; Survey and Observation method , Motivation Research and Projective Techniques.</p> <p>UNIT III Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling, Reliability and Validity. Questionnaire Design: Techniques and Precautions; Measurement and Scaling Techniques: Types of Data; Rating Scale and Ranking Scales. Data Collection and Preparation: Primary and Secondary Sources of data; Data Tabulation,</p> <p>UNIT IV Summarizing the Data: Mean, Median, Mode and Standard Deviation Data Analysis Techniques: Univariate and Bivariate Analysis (Chi Square, ANOVA, Sign test); Multivariate Analysis (Discriminate Analysis, Cluster Analysis, Factor Analysis, Multiple Linear Regression).</p> <p>UNIT V Interpretation and Report Writing: Data Interpretation, Techniques of Interpretation, Steps in writing Report, Generically you tofu Research Report</p>				
Course Outcomes	<ul style="list-style-type: none"> After completion of these courses the students will come up with good knowledge of research 				
Text Books	<ol style="list-style-type: none"> C.R. Kothari: Research Methodology, New Age International Publishers Cooper and Schindler: Business Research Methods, TMH 				



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Reference Books	<ol style="list-style-type: none">1. Gupta S. P. and Gupta, M. P., Business Statistics, Sultan Chand and Sons, New Delhi, 1997.2. Sancheti S. C. and Kapoor, V. K., Statistics - Theory Methods and Applications, Sultan Chand and sons, New Delhi.
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**Post Graduation Diploma under Management (PGD)
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Course Title	ENTREPRENEURSHIP DEVELOPMENT				
Course Code	MPGD 203				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	To basic knowledge about the entrepreneurship				
Course Objectives	<ul style="list-style-type: none"> The course will focus primarily on those concepts, techniques and issues of Entrepreneurship and Development Management. 				
Course Contents	<p>UNIT I Concept of Entrepreneurship and Development, Conceptual models of entrepreneurship; Entrepreneur v/s Intrapreneurs , Entrepreneur v/s Entrepreneurship Entrepreneur v/s Manager: Role of Entrepreneur in Indian economy and developing economies with reference to Self-employment Development, Entrepreneurial Culture.</p> <p>UNIT II Entrepreneurial characteristics – Attributes and Characteristics of successful Entrepreneur, attitudes–motivation. Small business and corporate entrepreneurship–culture and competence- Building Entrepreneurial organization. Entrepreneurial team–matching human resources needs and skills.</p> <p>UNIT III Identifying business opportunities and planning for business service & production. Business promotion and incentives; Creating Entrepreneurial Venture, Business Planning Process, Environmental Analysis– Search and Scanning; Identifying Problems Opportunities; Defining Business Idea- Product, Location & ownership; Stages in starting the new venture.</p> <p>UNIT IV Project Management a) Meaning, Objectives and How to choose a project b) Technical, Financial, Marketing, Personnel Feasibility) Estimating and Financing Funds requirement, Significance and determinants of Working Capital, Venture Capital Funding, Schemes offered by various commercial banks and financial institutions.</p> <p>UNIT V Role of Central Govt. and State Govt. in Promoting Entrepreneurship, Promotion of Export orient duns, Fiscal and Tax concessions Role of Govt. other Institutions in the Entrepreneurship Development– District Industries (DIC) and its functioning. Problems of Entrepreneurs- Marketing, Finance, Human Resource, Production, Research and External Problems, beginning and growth as a entrepreneur, Lessons from Successful</p>				



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	Entrepreneurs.
Course Outcomes	<ul style="list-style-type: none">• After the completion of this course student will understand the entrepreneurship development.
Text Books	<ol style="list-style-type: none">1. Poornima M. Charantimath, “Entrepreneurship Development and Small Business Enterprise”, Pearson Education.2. Bukowitz, Wendi R., and Ruth Williams, “The Knowledge Management Fieldbook”, Prentice-Hall, New York. 1999.3. Zimmerer and Searborough, Essentials of entrepreneurship and small business management”, Pearson Education.
Reference Books	<ol style="list-style-type: none">1. MarcDollinger, “Entrepreneurship”, Pearson Education.2. Morey, D., Mark Maybury, and BhavaniThuraisingham(eds.), “KnowledgeManagement: Classicand Contemporary Works”, Universities Press, Hyderabad.



**Post Graduation Diploma under Management (PGD)
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Course Title	INTERNATIONAL MARKETING				
Course Code	MPGD 204-A				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	The basic knowledge about Marketing and international management.				
Course Objectives	<ul style="list-style-type: none"> The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing. 				
Course Contents	<p>UNIT-I international Marketing– Definition, Concept and Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions – World Bank, IMF, UNCTAD, WTO, Customs Union, Common Markets, Free Trade Zones, Economic Communities.</p> <p>UNIT-II Constraints on International Marketing–Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP.</p> <p>UNIT-III India and World Trade, Import and Export Policy, Direction and Quantum of India’s Exports; Institutional Infrastructure for Export Promotion;“ Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.</p> <p>UNIT-IV Procedure and Documents–Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments of Payments – Open Account, Bills of Exchange; Letter Of Credit – Export Finance.</p> <p>UNIT-V International Marketing Mix–Identification of Markets, Product Policy, International Product Life Cycle Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.</p>				
Course Outcomes	<ul style="list-style-type: none"> The course will come up with enhancing student international marketing skills. 				
Text Books	<ol style="list-style-type: none"> Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992 Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992 				



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Reference Books	<ol style="list-style-type: none">1. Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 19832. Dairymple, D J Sales Management; Concepts and Cases, New York, John Wiley, 19893. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986
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**Post Graduation Diploma under Management (PGD)
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Course Title	SALES AND DISTRIBUTION MANAGEMENT				
Course Code	MPGD 204-B				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	Introduction to Marketing , Product lifecycle, Green Marketing,				
Course Objectives	<ul style="list-style-type: none"> The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels 				
Course Contents	<p>UNIT – I Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel. Selling and Marketing concept – theories of selling – New business Vs serving business – Consumer goods selling – Industrial selling – International selling – Retail selling –Classification of sales people – Characteristics of sales people – Personal selling: Objectives, Policies, Strategies under competitive settings</p> <p>UNIT – II Developing and Conducting Sales Training Programmers; Designing and Administering Compensation Plans; Motivating Sales Personnel.</p> <p>UNIT – III Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts ; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.</p> <p>UNIT – IV An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels; Managing Marketing Channels.</p> <p>UNIT – V Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.</p>				
Course Outcomes	<ul style="list-style-type: none"> After completion of these courses the students will come up with good marketing skill and also come with the sales management 				
Text Books	<ol style="list-style-type: none"> Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992 Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992 Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983 				



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Reference Books	<ol style="list-style-type: none">1. Dairymple, D J Sales Management; Concepts and Cases, New York, John Wiley, 19892. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 19863. Stanton, William J etc Management of a Sales Force, Chicago, Irwin, 1995
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SPECIALIZATION – HUMAN RESOURCE MANAGEMENT -2

Course Title	MANAGEMENT OF INDUSTRIAL RELATIONS				
Course Code	MPGD 205-A				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	Knowledge about the HRM and recruitments, job etc				
Course Objectives	<ul style="list-style-type: none"> Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels. 				
Course Contents	<p>UNIT – I Industrial Relations Perspectives; Industrial Relations and the Emerging Socio-economic Scenario; Industrial Relations and the State. Industrial Relations Management-Concept- Evaluation - Background of industrial Relations in India-Influencing factors of IR in enterprise and the consequences.</p> <p>UNIT – II Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management. Quality of Work Life- Workers’ Participation in Management - Worker’s Participation in India, shop floor, Plant Level, Board Level- Workers’ Welfare in Indian scenario- Collective bargaining concepts & Characteristics -Promoting peace</p> <p>UNIT – III Wage and Salary Administration-Nature & Significance of wage, salary administration , essentials- Minimum wage- Fair wage, Real wage, Incentives & fringe benefits. Issues and Constraints in Wage Determination in India. Discipline and Grievance Management; Negotiation and Collective Settlements.</p> <p>UNIT – IV Participative management and Co-ownership; Productive Bargaining and Gain Sharing. Employment Structure -Social Partnership-Wider approaches to industrial relations- Labor Market.</p> <p>UNIT – V Employee empowerment and Quality Management; Industrial Relations and Technological Change. Meaning, nature and scope of industrial disputes - Cases and Consequences of Industrial Disputes -Prevention and Settlement of industrial disputes in India.</p>				
Course Outcomes	<ul style="list-style-type: none"> The course will bring up the HRM knowledge & industrial Relation with the management 				



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Text Books	<ol style="list-style-type: none">1. Kochan, T.A. & Katz Henry, „Collective Bargaining and Industrial Relations“, 2nded. Homewood, Illinois, Richard D Irish, 19882. Mamkoottam, K, „Trade Unionism, Myth and Reality“, New Delhi, Oxford University Press, 1982
Reference Books	<ol style="list-style-type: none">1. Niland J R etc. „The Future of Industrial Relations“, New Delhi, Sage, 1994.42. Papola, T S & Rodgers, G. „Labour Institutions and Economic Development in India“, Geneva, ILO, 19923. Ramaswamy, E A, „The Rayon Spinners The Strategic Management of Industrial Relations“, New



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Course Title	HRM :TRAINING & DEVELOPMENT				
Course Code	MPGD205-B				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	The basic knowledge about the HRM				
Course Objectives	<ul style="list-style-type: none"> The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes. 				
Course Contents	<p>UNIT – I Training Process– an overview; Role, Responsibilities and Challenges to Training Managers.</p> <p>UNIT – II Organization and Management of Training Function; Training Needs Assessment and Action Research</p> <p>UNIT – III Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.</p> <p>UNIT – IV Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.</p> <p>UNIT-V Training Evaluation; Training and Development in India.</p>				
Course Outcomes	<ul style="list-style-type: none"> The course will bring up the HRM knowledge & Training and Development with the management 				
Text Books	<ol style="list-style-type: none"> Beunet, Roger ed., „Improving Training Effectiveness“, Aldershot, Gower, 1988 Buckley R & Caple. Jim. „The Theory & Practice of Training“. London, Kogan & Page, 1995 				
Reference Books	<ol style="list-style-type: none"> Lynton, R Pareek, U., „Training for Development“. 2nded. New Delhi, Vistaar, 1990 Pepper, Allan D., „Managing the Training and Development Function“. Aldershot, Gower, 1984 Rae, L., „How to Measure Training Effectiveness“, Aldershot, Gower, 1986 				



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Course Title	RESEARCH REPORT AND VIVA				
Course Code	MPGD206				
Course Credits	L	T	P	TC	
	1	1	-	2	
Prerequisites	The basic knowledge about the courses				
Course Objectives	<ul style="list-style-type: none">• The purpose of this paper to provide the in- depth knowledge of the research report.				
Course Contents	<p>Students have to select empirical topics for their research projects in consultations with the faculty members in their Institute. The projects will be conducted in groups of two (minimum) and three (maximum). Students are required to submit a report on their empirical topics. Students' projects will be examined through a presentation or viva voce by an external examiner and an internal examiner.</p> <p>RESEARCH ANALYSIS LAB</p> <p>OBJECTIVES</p> <p>This lab aims to build students capability for using software used in Business. This may include SPSS, Software, MS Excel, MS Access, MS word, MS power point. Other software as prescribed by the institute may also be learnt in this Lab. Students are required to submit a report of various software, they learnt during this lab which will be examined through a viva voce conducted by an external examiner and an internal examiner.</p>				
Course Outcomes	<ul style="list-style-type: none">• After completion of the course student will come up with good knowledge about the research project, and software.				