

COURSE DESCRIPTION

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (PGDBA)

1) PGDBA101 QUALITY & OPERATIONS MANAGEMENT

Quality management is an integral part of the functioning of many businesses and organisations, both small and large, around the world. Of all quality management system regimes, the ISO 9000 family of standards is probably the most widely implemented worldwide. The course explains Total Quality Management tools and why external benchmarking is used. The course also reviews service quality management. This course will be of great interest to all quality management professionals who would like to learn more about the application of quality management within an organisation, and to all learners who are interested in developing a career in the area of quality management. Operations Management unit emphasis on production of goods and services for the customers and achieving a competitive advantage. The operations managers are involved with the direct responsibility of getting the jobs done and completed. This course aids in understanding the role of operations on achieving various competitive capabilities. This course also helps an organization in improving productivity and meeting customer's competitive capabilities. The study of operations management includes understanding operations, capacity planning, MRP, MRP-II, JIT, TQM, Managing competitive capabilities, process technology, scheduling, product design and quality planning and control, Logistics Management, etc. This course also introduces the new quality manager or professional to the principal quality systems, well known quality tools and techniques. It also introduces a quality system into the organization or how to encourage the organization to adopt a quality culture are covered with practical advice and tips.

2) PGDBA102 ADVANCED MANAGERIAL ECONOMICS`

Advanced Managerial Economics deals with the integration of economic principles, techniques and theories with business practice for the purpose of facilitating business and managerial decision making and forward planning. It is concerned with the application with economic concepts, principles and economic analysis to solve managerial problems of business enterprises and for formulating rational business and managerial decisions. It provides an advanced treatment of demand and supply analysis, production and costs, the business environment, the theory of the firm, market structure and market power, investment decisions of the firms and their strategies in different market structures, externalities and market failures under asymmetric information and the government intervention in the markets. It also deals with risk and capital budgeting, technological change and location theory, strategic decision making, uncertain organizational design and the international dimensions of managerial economics.

3) PGDBA103 PERSPECTIVES IN INTERNATIONAL BUSINESS

International business is the study of all business transactions taking place across national frontiers for the purpose of satisfying the needs and objectives of individuals and organisations. International business transactions include export import trade (International trade), foreign direct investment (wholly owned subsidiaries and joint ventures) licensing, franchising, management contracts , international movement of capital, services, employees, technology and transportation. While domestic business involves economic transactions taking place within the boundaries of a single country, international business transactions cross national frontiers. Since international transactions are taking place across national borders, the international managers face a new set of macro environmental factors, different constraints and very frequent conflicts resulting from

different laws, cultures and societies. The basic principles of business still apply to international business also, but their application, complexity and intensity may vary substantially. About 80% of all direct investment is conducted by the 500 largest MNCs in the world. These firms also account for over 50% of all international trade. Thus, the study of international business is heavily focused on the activities of large MNCs, which are head quartered in one country but have operations in several other countries. MNCs account for the majority of the world's investment and trade.

4) PGDBA104 ETHICAL ISSUES IN BUSINESS

This course covers the major ethical dilemmas of the modern world. This course also examines ethical concepts relating to the business environment, domestically and globally. The study of ethics begins by exploring the historical and philosophical bases for values in a business. Multinational cultural diversity and global ethical business issues will also be discussed in this course. This course emphasizes on the intersection between business and ethics and is fundamental to the relationship between business and society at large. Topics covered include: Ethical traditions, ethics and community, ethical issues raised by business, medicine, international relations and personal choices, dilemmas and ethical thinking regarding the contemporary work place and work force and recognizes the effects of corporate scandals on business and governance practices.

5) PGDBA105 MARKETING STRATEGY

Today's markets are changing at a swift pace. Technological advancements, globalization, increasing consumer demands, giant retailers, and the internet are all changing the way we buy and sell products-the turmoil is throwing companies into a state of confusion. Today's marketers must communicate with customers, build relationships with them, and satisfy their individual needs in order to win customers and to retain them. The course emphasizes on adopting various marketing tools in achieving competitive edge and customer satisfaction. The course focuses on the major decisions marketing managers and top management face in their efforts to harmonize the organizations objective, capabilities and resources with market place, needs and opportunities. Advanced issues such as corporate strategies for marketing, planning, pricing, distribution, assembly and analysis for decision-making and control are covered with real life examples.

6) PGDBA106 MANAGERIAL ACCOUNTING FOR DECISION MAKING

This course provides a comprehensive coverage of the major concept of managerial finance and practical applications of the financial management, financial Accounting and Managerial Accounting. It examines the role of managerial Finance, Valuation tools of financial analysis and planning, working capital management, investment in capital Assets, Cost of Capital, Capital Structure and Dividend policy, intermediate and Long-term financing and special areas of managerial finance. The course also covers the topics such as Managerial Accounting and The Business Environment, Cost Terms, concepts and classifications System Design: Job-Order Costing, Process costing, Cost Behaviour: Analysis and use, Cost-Volume-Profit Relationships, Variable Costing, Activity Based Costing, profit Planning, Relevant Cost for Decision Making, Capital Budgeting Decisions and Pricing products and services profitability analysis. Accounting for managers provides the primary tools to measure the success or failure of any commercial enterprises. It is clearly an advantage to understand the cost and revenue flows, which influence and are influenced by business activity. This course provides an understanding of the role of accounting not only in the production of published financial reports and accounts but also in the process of managerial control and effective decision making within an organization. Attention is paid to the structure and interpretation of published financial

information and also to the provision of information to assist with internal management. This course assumes no prior knowledge of finance, and covers the Financial Environment, Financial Accounting, and Management Accounting.

7) PGDBA107 ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

This course introduces students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. The course provides a rigorous and intensive analysis of various theories of business and managerial behavior emphasizing the business organization and its internal processes. The purpose of teaching OB is to apply such knowledge toward improving an organization's effectiveness, as well as a manager's personal effectiveness. The course will enable students to make a critical assessment of the relationship between various theories and management practices using their experience of management practice. The topics covered include: micro-organizational issues, theories relating to individual differences in abilities and attitudes, attribution, motivation, job design, power and politics, leadership, incentives conflict and stress management, group dynamics, individual perception, conflict resolution, organizational culture, and organizational structure and design.

8) PGDBA108 LEGAL ISSUES IN BUSINESS

This course aims to instill a keen understanding and appreciation of the legal aspects of business. This course will provide an understanding of legal methodology and the main principles of law relating to business transactions. The course will also demonstrate how commercial law and business practices inter relate and often influence each other in shaping modern commerce and industry. In particular, key legal topics will be explained and illustrated from a business perspective. The early part of the course will introduce the students to various sources of law. This will be followed by sessions in which students will be introduced to a variety of legal issues related to business. During later sessions, students are expected to critically analyze and recognize the legal risks in business decision making.

9) PGDBA109 ADDRESSING BUSINESS RESEARCH METHODS

This course provides students with the necessary knowledge and skills for the successful completion of a business research. The course will examine the application of research in gathering and analyzing information to forecast and control business activities, problem formulation, procedures of research techniques, and application of tools and models to improve business decisions are covered in depth. Attention is given to techniques and criteria for identifying and selecting business locations, and the usefulness of business research information to business managers is evaluated. It highlights on the nature and purpose of research, the qualities of a good researcher and overview of the research process. It examines the practical issues relating to research, supervision, finding and guiding access to information on a specified time- scale. Besides, it highlights on the different approaches to research, generate a research topic and conduct literature search. It emphasizes on design of a project, research finding and viva.

10) PGDBA110 INTERNATIONAL MANAGEMENT

The international management course focuses on management's challenges associated with developing strategies, designing organizations and managing operations of companies whose activities cross national boundaries. It analyzes the application of management concepts and techniques in a multinational, multicultural environment. This course deals with the activities of multinational corporations. This course is designed to develop students' knowledge and skills in

appraising and applying the theories of management and corporate development in the Multinational Enterprise. This course aims to provide insight into the International environmental context within which organizations operate and a framework for analyzing the impact of changes in that environment for organizations. Students will study the risks of doing business overseas and the tools available to minimize those risks. The course covers the most current trends in international management. Emphasis is placed on the importance of cross cultural differences and the challenges facing global managers as they work in a diverse work environment where people may not share the same basic values and assumptions. The topics covered include the multinational management in a changing world, strategic management in the multinational company, management processes in strategy implementation and the international human resource management.

It covers in detail the International management in a changing world, strategic aspects of international management, cultural aspects of international management, cross-cultural communication, globalization and worldwide developments, cross-cultural negotiation and decision-making, strategy formulation and implementation, entry strategies and organizational structures, managing political risk and alliances, management decision and control, global human resource management, global corporate responsibility, strategy for emerging markets, international entrepreneurship and new ventures, offshoring and global outsourcing, managing alliances and joint ventures, motivation in Multinational Companies, multinational and participation strategies, small business and international entrepreneurship, organizational design for multinational companies and extensive use of comprehensive cases.