


PROGRAMME SPECIFIC OUTCOMES

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (P.G.D.B.M.): (One Year Evening Programme)


- PSO1: Gain the fundamental understanding about foundations of management, management theories and functions, management from global perspective, and various contemporary issues in management.
- PSO2: Develop an understanding about basic foundations of human behavior at work place and various dynamics related to human behavior.
- PSO3: Gain an understanding of work culture in terms of attitudes, beliefs, motivation, conflict and conflict resolution at work place.
- PSO4: Gain an understanding about group dynamics and group behavior.
- PSO5: Equipped with financial management for effective decision making and applying the same in real life business situations.
- PSO6: Develop and practice analytical and research skills leading to identification of research problem and providing and implementing a solution for the same.
- PSO7: Gain knowledge about the subject of 'Marketing management'.
- PSO8: Acquire and practice human resource management skills with an objective of effective and efficient management of human resources leading to the overall productivity of the organization.
- PSO9: Learn the fundamentals and basic principles of subject "Managerial economics."
- PSO10: Acquire the fundamental knowledge about the legal aspects, provisions, and legal framework related to business organizations.

		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/ Foundation PAPER I FOUNDATIONS OF MANAGEMENT CBM 4105				Credit/ Hours per week			2 Hrs. / Week			
Semester	I	Year of Introduction: 1996 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures										
Course Outcome (CO): CBM 4105 CO1 Acquaint students with Management Theories and Functions. CO2 Develop theoretical foundations of Management. CO3 Prepare students to face contemporary issues in Management. CO4 Develop Strategic Planning and Decision-making Skills. CO5 Create awareness of Business ethics amongst the students. CO6 Learn management from Global perspective.												
Unit no.	Topic/Unit				Contact hours	Weigh tage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Conceptual Framework of Management – Approaches of Management – Management & External Environments – Corporate Social Responsibilities – Business Ethics 				23	25%	1,2,6	CO1 CO2 CO4	PSO1			


	<ul style="list-style-type: none"> • &Corporate Governance [in Brief]. • Planning: [Meaning –Concept-Nature-Process-Major Types-Strategic Planning and Implementation] • Decision Making : [Meaning –Concept-Nature-Strategic Decision Making Process-Major Techniques of Decision Making] 				CO5				
UNIT II	<ul style="list-style-type: none"> • Organizing: [Meaning –Concept-Nature-Process-Principles]: Organizational Structure- Organizational Design- Authority &Responsibility Dynamics • Directing: [Meaning –Concept-Nature-Process-Principles] • Motivation :Meaning –Concept-Nature-Process-Major Theories: a. Maslow &F. Herzberg] 	23	25%	1,2,6	CO1 CO2	PSO1			
UNIT III	<ul style="list-style-type: none"> • Leadership: [Meaning –Concept-Nature-Process-Major Theories] • <i>Communication</i>: [Meaning –Concept-Nature-Process- Barriers to an Effective Communication • <i>Controlling</i> : [Meaning –Concept-Nature-Process-Designing Control Systems – Methods – Effective Control – MIS] 	22	25%	1,2,6	CO1 CO2	PSO1	EMP SD	L,N,R,G	ES HV PE
UNIT IV	<ul style="list-style-type: none"> • Management in Global Perspectives – Contemporary Issues in Management – Total Quality Management – Learning Organization –Reengineering Process • The Challenges of Management: Management in the 21stCentury. Globalization And Management 	22	25%	1,2,6	CO3 CO6	PSO1			

Reference Books:

1	Management – Stoner, Freeman & Gilbert, Jr.
2	Text and Cases, Satyaraju & Parthasarathy
3	Essential of Management – Koontz, Wherich
4	Management – Williams
5	Business Policy & Strategic Management – Glueck, W.F. & Jauch, L.R.
6	Exploring Corporate Strategy- Johnson
7	Handbook of Total Quality Management – R. P. Mohanty, R. R. Lakhe


		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21	
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course										
Year	I	Core/Elective/Foundation PAPER II ORGANIZATIONAL BEHAVIOUR (CBM 4106)				Credit/ Hours per week			2 Hrs. / Week	
Semester	I	Year of Introduction: 1997 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks	
Mode of Transaction		Lectures and Tutorials								
Course Outcomes (Cos): CBM 4106 CO1 Develop basic foundations of Organizational Behaviour CO2 Develop better understanding of attitudes and behaviour at workplace. CO3 Acquaint with the techniques and attitudes for conflict resolution. CO4 Inculcate motivational and leadership skills. CO5 Create an understanding of work culture and managing and handling change effectively. CO6 Understand Group dynamics.										
Unit no.	Topic/Unit	Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)	
UNIT I	<ul style="list-style-type: none"> Foundations of OB: Concept & Definition of Organizational Behaviour-Towards Explaining & Predicting Behaviour-Organizational Behaviour In Global Context. The Individual Behaviour: Foundations Of Individual 	23	25%	1,2,6	CO1 CO2 CO4	PSO2 PSO3				

	Behaviour.								
UNIT II	<ul style="list-style-type: none"> Perceptions & Individual Decision Making-Values, Attitudes & Job Satisfaction- Motivation– Concepts & Applications. 	23	25%	1,2,6	CO1 CO2	PSO2 PSO3	EMP SD	L,N,R,G	HV PE
UNIT III	<ul style="list-style-type: none"> The Group Behaviour: Foundations of Group Behaviour- Communications & Group Decision Making Leadership-Power & Politics-Conflict & Inter Group Behaviour. 	22	25%	1,2,6	CO1 CO2 CO6	PSO2 PSO3 PSO4			
UNIT IV	<ul style="list-style-type: none"> <i>The Organizational System:</i> Foundations of Organizational Structure-Organization Design- Organization Culture- Work Stress <i>Horizons for Organizational Behaviour:</i> Impact of Culture- Effective Leadership Across Cultures- Foundations of Organizational Change-Handling Change Effectively. 	22	25%	1,2,6	CO3 CO5	PSO2 PSO3			
Reference Books:									
1	Luthans Fred - Organizational Behavior –Int. Edition McGraw Hill-10th Edition								
2	Aswathappa K. - Organizational Behavior, Himalaya Publications 8th edition (2009).								


		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/Foundation PAPER III FINANCIAL MANAGEMENT FOR MANAGERIAL DECISIONS (CBM 4107)				Credit/ Hours per week			2 Hrs. / Week			
Semester	I	Year of Introduction: 1997 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): CBM 4107 CO1 Enable the students to take Financial Managerial Decisions. CO2 Get acquainted with basic concepts in cost accounting and various methods of costing. CO3 Learn about the preparation and presentation of Financial Statements. CO4 Get familiarized with the concepts, principles, convention, GAAP and Accounting cycle. CO5 Gain basic knowledge about Capital Structure. CO6 Familiarize students with different investment alternatives.												
Unit no.	Topic/Unit				Contact hours	Weigh tage (%)	BT level	CO	PSO	Elemen ts Of Employ ability (EMP)/ Entrepr eneursh ip (ENT)/ Skill Develop ment (SD)	Relevan ce to Local (L)/ Nationa l (N)/Reg ional (R)/Glo bal (G) develop mental needs	Relation Gender (G), Environmen t and Sustainabil ity (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Introduction: According to System, Definition, Concepts, Conventions, GAAP, and Accounting Cycle. 				23	25%	1,3,6	CO1 CO2 CO3	PSO5			

	<ul style="list-style-type: none"> • Preparation & Presentation of Financial Statement: Accounting System, Income Statement, Balance Sheet • Analysis & Interpretation of Financial Statement: Ratio Analysis, Evaluation of Firms Earning Power, Du-Pont Chart. 				CO4				
UNIT II	<ul style="list-style-type: none"> • Cash Flow Budgeting: Receipts & Payments Systems. • Working Capital Management: Concept of Gross & Net Working Capital. Determinants of Working Capital, Financing of Working Capital • Capital Investments Decision: Criteria for Evaluating Investment Proposals, Traditional & Discounted Cash-Flow Techniques 	23	25%	1,3,6	CO1 CO2	PSO5			
UNIT III	<ul style="list-style-type: none"> • Capital Structure & Cost of Capital: Determining Components, Cost of Capital, Weighted Average Cost of Capital, Operating & Financial Leverage • Cost Concept and Methods of Costing: Costing and Cost Accounting, Various Methods of Costing • Break-Even Analysis & Cost-Volume-Profit Analysis: Concept of Marginal Costing, Profit Analysis: Impact of Changing Factors, Use of CVP in Decision Making, • CVP in Production, Service & Non-Profit Organizations, Short Run Decision Analysis. Differential Analysis: Make or Buy, Product Mix Decision, Discontinue a Segment or a Product, Lease or Sell, Processor Sell, Replacement Equipment Etc. 	22	25%	1,3,6	CO1 CO2 CO5	PSO5	EMP SD	L,N,G	HV PE
UNIT IV	<ul style="list-style-type: none"> • Activity Based Costing: Important Terms, Comparison Between Traditional Costing System & Activity Based Costing System, Implementing ABC System, Using ABC for Improving Cost Management & Profitability • Recent Developments. 	22	25%	1,3,6	CO2 CO6	PSO5			
Reference Books:									
1	Dr. S. N Maheshwari- Financial Management: Principles and Practice								
2	Sharma and Gupta: Management Accounting								
3	Khan and Jain: Management Accounting								
4	S. N Maheshwari- Management Accounting & Financial Control								


5	Nigam & Sharma- Cost Accounting, Principles & Applications
6	I.M Pandey- Management Accounting
7	T.S Grewal and M.C Shukla- Advanced Accounting
8	Saxena V. K & Vashistha C.D- Cost Accounting, Concepts & Application

		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayaji Gunj, Vadodara- 390002, Contact details: 02652975768				Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course											
Year	I	Core/Elective/ Foundation PAPER IV RESEARCH METHODOLOGY & QUANTITATIVE TECHNIQUES FOR DECISION MAKING (CBM4108)			Credit/ Hours per week			2 Hrs. / Week			
Semester	I	Year of Introduction: 1997 Year of Syllabus Revision:			Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures and Tutorials									
Course Outcomes (Cos): CBM 4108 CO1 Develop a research-oriented attitude amongst students. CO2 Develop analytical and presentation skills. CO3 Grasp the concept and types of research design. CO4 Learn various Quantitative Techniques/ Statistics Applicable to Research CO5 Learn various concepts related to transportation and assignment CO6 Impart knowledge for application of statistical tools. CO7 Understand the concept of Hypothesis and application of hypothesis testing.											
Unit no.	Topic/Unit			Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurial	Relevance to Local (L)/ National (N)/Regional	Relation to Gender (G), Environment and Sustainability (ES),


							eneursh ip (ENT)/ Skill Develop ment (SD)	(R)/Glob al (G) developm ental needs	Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> An Introduction To Research – Basic Terms of Research – Characteristics – Types – Research Problem Formulation – Research Process – Types of Research Design – Sampling Procedure– Sampling Size Decisions. 	23	25%	1,3,6	CO1 CO2 CO3	PSO6	EMP SD	L,N,R	HV PE
UNIT II	<ul style="list-style-type: none"> Concept of Hypothesis – Testing of Hypothesis – Application of T-Test, X2, Z Test, ANOVA Data Analysis And Interpretation – Research Report Preparation & Presentation 	23	25%	1,3,6	CO1 CO7	PSO6			
UNIT III	<ul style="list-style-type: none"> An Introduction to Quantitative Techniques/ Statistics Applicable to Research – Correlation and Regression Analysis - Measures of Central Tendency -Measures of Dispersion – Linear Programming. 	22	25%	1,2,3,6	CO1 CO4	PSO6			
UNIT IV	<ul style="list-style-type: none"> Transportation & Assignment – Sequencing – Queuing – Replacement – Game Theory – Network Analysis – Inventory Management 	22	25%	1,3,6	CO4 CO5	PSO6			
Reference Books:									
1	Quantitative Techniques for Managerial Decision- Srivastav and Shenoy and Sharma								
2	Research Methods: C. R. Kothari								
3	Statistical Methods: S. P. Gupta								
4	Operations Research: Kanti Swaroop Gupta								
5	Quantitative Methods: M. P. Vohra								

	The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, SayajiGunj, Vadodara- 390002, Contact details: 02652975768						Academic Year	2020-21	
	POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course								
Year	I	Core/Elective/ Foundation PAPER V STRATEGIC MANAGEMENT (CBM 4120)				Credit/ Hours per week		2 hours per week	
Semester	I	Year of Introduction: Year of Syllabus Revision:				Maximum Marks/ Grade		100	
Mode of Transaction		Lectures and Tutorials							
Course Outcomes (Cos): CBM 4120 CO1 Develop an attitude of strategy building and implementation by learning about strategy, strategic management, strategic development, SWOT analysis, core competencies etc. CO2 Gain an understanding about various corporate and business level strategies, BCG matrix, and various growth strategies. CO3 Develop an understanding about business strategy and organization structure and processes through learning the fundamentals of information management, information technology and its usage in managing a business organization. CO4 Enable the students to understand organizational culture CO5 Learn to manage strategic change through transformational leadership, designing strategies in context of organizational culture, and implementation of strategic control processes. CO6 Learn to design and apply various approaches and strategies to achieve and manage business growth.									
Unit no.	Topic/Unit	Contact hours	Weight age (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Develop	Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) develop	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professions


							ment (SD)	pmenta l needs	nal Ethics (PE)
UNIT I	<ul style="list-style-type: none"> • Introduction to Strategy: • Nature Of Strategy And Strategic Decisions – Strategic Management – Strategy Development Process The Environment – Competitive Forces (Five Forces Model) – SWOT Analysis – Strategic Capabilities – Organisation Resources –Core Competencies – Value Chain, System And Network. 	23	25%	1,2,6	CO1	PSO1	EMP SD	L,N,R	HV
UNIT II	<ul style="list-style-type: none"> • Corporate & Business Level Strategy: • Business Portfolio Management – BCG – GE Approach – Integration, Diversification, Alliance, Merger and Acquisition. Market Development & Product Development 	23	25%	1,2,6	CO2 CO6	PSO1			
UNIT III	<ul style="list-style-type: none"> • Business Strategy and Organizational Structure and Processes: • Managing People – Competitive Advantage through People – Managing Information – Managing Finance – Managing Technology. 	22	25%	1,2,6	CO3	PSO1			
UNIT IV	<ul style="list-style-type: none"> • Managing Strategic Change: • Transformational Leadership Processes – Business Strategy and Organizational Culture Strategic Control Processes. 	22	25%	1,2,6	CO5	PSO1			
Reference Books:									
1	Gerry Johnson, Kevan Scholes, Exploring Corporate Strategy: Text & Cases								
2	Glueck, W.F. & Jauch, L.R., Business Policy & Strategic Management by								
3	Koontz & Wherich, Essentials of Management by								
4	Chuck Williams, Management								

		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/Foundation PAPER VI MARKETING MANAGEMENT (CBM 4205)				Credit/ Hours per week			2 Hrs. / Week			
Semester	II	Year of Introduction: 1997 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): CBM 4205 CO1 Basic knowledge of concepts, principles, tools & techniques of marketing. CO2 Enhance student's marketing skills. CO3 Describe the product strategies and pricing strategies. CO4 Understand market segmentation and various behavioural aspects of consumer. CO5 Develop managerial skills for decision making on various marketing plans, programmes and strategies. CO6 Recognize and analyse various contemporary marketing related issues.												
Unit no.	Topic/Unit				Conta ct hours	Weigh tage (%)	BT level	CO	PSO	Elements Of Employa bility (EMP)/E ntrepren eurship (ENT)/ Skill Develop ment (SD)	Relevanc e to Local (L)/ National (N)/Regio nal (R)/Glob al (G) developm ental needs	Relation to Gender (G), Environmen t and Sustainabil ity (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Marketing: Meaning & Definitions- Core Concepts-Philosophies- Marketing Manager's Functions-Marketing Management-Marketing Environment -Marketing Mix Strategy-Role of Marketing in Indian Economy-Role of Marketing Research & MKIS 				23	25%	1,2,6	CO1 CO2	PSO6 PSO7			


	<ul style="list-style-type: none"> Strategic Marketing Planning: Meaning-Process of Strategic Marketing Planning-BCG & GE Approach. 								
UNIT II	<ul style="list-style-type: none"> Market Segmentation, Targeting & Positioning-Need-Bases of Market Segmentation -Product/ Brand Positioning Strategy. Consumer Behaviour-Meaning-Factors influencing Consumer Behaviour -Buying Decision Process. 	23	25%	1,2,6	CO1 CO2 CO4	PSO6 PSO7	EMP ENT SD	L.N.R	HV PE
UNIT III	<ul style="list-style-type: none"> Product Strategies: [Meaning & Concept if the Term Product-Levels-Need Hierarchy-Product Mix Decisions] - Product Lifecycle Strategy-New Product Development Strategy Pricing Strategies: [Meaning & Concept of the Term Price-Factors Influencing Pricing-Steps in Pricing-Pricing Objectives- Pricing Strategies-Pricing Methods] 	22	25%	1,2,6	CO1 CO3	PSO6 PSO7			
UNIT IV	<ul style="list-style-type: none"> Channel Of Distribution: [Meaning & Concept-Nature-Functions-Factors Influencing Cods-Channel Design Decisions] Promotion Strategies: [Elements of Promotional Mix-Marketing Communication Process-Advertising Decisions [5M: In Brief]. Contemporary Issues in Marketing: Marketing of Services-B2B Marketing-Rural Marketing-Global Marketing-E-Marketing [In Brief]. 	22	25%	1,2,6	CO5 CO6	PSO6 PSO7			
Reference Books:									
1	Philip Kotler - Marketing Management, PHI Ltd (12th Edition)								
2	V.S. Ramaswamy, S Namakumari - Marketing Management, MacMillan (3rd Edition)								
3	Stanton, Etzel, Walker - Fundamentals of Marketing, Tata McGraw-Hill, Mumbai.								

		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/ Foundation PAPER VII HUMAN RESOURCE MANAGEMENT (CBM 4206)				Credit/ Hours per week			2 Hrs. / Week			
Semester	II	Year of Introduction: 1997 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures and Tutorials										
Course Outcome (CO): CBM 4206 CO1 Conceptual knowledge of Human Resource Management. CO2 Develop managerial skills for decision making on various Human Resource Management practices. CO3 Understand various fundamental aspects of training, management development, and career management. CO4 Face the challenges imposed by the Employees needs and expectations from organizations specially HRM aspects. CO5 Understand the importance of Human Resources and their management in organizations. CO6 Concepts of performance appraisal and remuneration. CO7 Learn methods for maintaining and restoring Industrial peace.												
Unit no.	Topic/Unit				Conta ct hours	Weigh tage (%)	BT level	CO	PSO	Elements Of Employa bility (EMP)/E ntrepren eurship (ENT)/ Skill Develop ment (SD)	Relevanc e to Local (L)/ National (N)/Regio nal (R)/Glob al (G) developm ental needs	Relation to Gender (G), Environmen t and Sustainabil ity (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Fundamentals of Human Resource Management: Meaning-Nature & Scope-Functions Recruitment & Selection of Human Resources: Meaning-Nature & Factors Governing Recruitment-Recruitment & Selection Process. 				23	25%	1,2,6	CO1 CO2 CO5	PSO2 PSO8			

UNIT II	<ul style="list-style-type: none"> • Training, Development & Career Management: Determining Training Needs-Training • Methods & Process-Management Development-Meaning-Approaches & Methods- Career • Stages & Career Development 	23	25%	1,2,6	CO1 CO2 CO3	PSO2 PSO8	EMP SD	L.N.R	HV PE
UNIT III	<ul style="list-style-type: none"> • Performance Appraisal & Remuneration: Meaning-Process-Job Evaluation Methods-Types of Compensation Plans- Executive Compensation 	22	25%	1,2,6	CO1, CO4 CO6	PSO2 PSO8			
UNIT IV	<ul style="list-style-type: none"> • Employee Relationship: Collective Bargaining-Trade Unions & Industrial Relations. 	22	25%	1,2,6	CO4 CO7	PSO2 PSO8			
Reference Books:									
1	Decenzo & Robbins – Essentials of Human Resource Management-Prentice Hall India, 6 th Edition (2009)								
2	Prasad L.M. – Managing Human Resources- Sultan Chand Publication, Reprint 2009								
3	Aswathappa K. – Human Resource Management – Text & Cases-5 th Edition-Tata McGraw Hill								

		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/ Foundation PAPER VIII MANAGERIAL ECONOMICS (CBM 4207)				Credit/ Hours per week			2 Hrs. / Week			
Semester	II	Year of Introduction: 1997 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): CBM 4207 CO1 Conceptual knowledge of Managerial Economics. CO2 Understand the different types and pricing in a life cycle of a product. CO3 Learn various concepts related to demand analysis and demand forecasting. CO4 Learn the basics of the supply side of market through production and cost behaviour of firms. CO5 Learn about the production function and its various input variables. CO6 Importance of Micro-Macro Environment of Business Decisions.												
Unit no.	Topic/Unit				Contact hours	Weigh tage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Demand Analysis: Law Of Demand-Demand Determinants-Elasticity Of Demand Demand Forecasting: Measurement-Importance & Methods 				22	25%	1,2,6	CO1 CO3	PSO9			

	Of Demand Forecasting								
UNIT II	<ul style="list-style-type: none"> • Cost Analysis: Importance from Managerial Decision Making- Cost Concepts- Cost Output Relationship In Short And Long Run- Cost Functions • Production Analysis: Laws Of Production- Laws of Diminishing Returns- Law of Variable Proportion 	23	25%	1,2,6	CO1 CO4	PSO9	EMP	L,N,R	HV
UNIT III	<ul style="list-style-type: none"> • Production Functions: One Input Variable- Two Inputs Variable- All Inputs Variable • Business Decisions: Break Even Analysis- Profit Policy and Profit Planning- Market Structure- Different Forms of Market- Price Output Relationship in Different Market Conditions- 	23	25%	1,2,6	CO1 CO5	PSO9			
UNIT IV	<ul style="list-style-type: none"> • Pricing Decisions: Methods of Different Types- Pricing in a Life Cycle of a Product • Investment Criteria & Decisions: -Importance of Micro-Macro Environment of Business Decisions 	22	25%	1,2,6	CO1 CO4 CO6	PSO9			
Reference Books:									
1	G.S. Gupta: Managerial Economics.								
2	Joel Dean: Managerial Economics.								
3	D.M. Methane: Managerial Economics.								

		The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, Sayajigunj, Vadodara- 390002, Contact details: 02652975768					Academic Year		2020-21			
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/Foundation PAPER IX LEGAL ASPECTS OF BUSINESS (CBM 4208)				Credit/ Hours per week			2 Hrs. / Week			
Semester	II	Year of Introduction: 1997 Year of Syllabus Revision:				Maximum Marks/ Grade			100 Marks			
Mode of Transaction		Lectures and Tutorials										
Course Outcome (CO): CBM 4208 CO1 Gain conceptual clarity regarding various laws of business organizations. CO2 Practice the knowledge of Corporate Laws applicable to Business. CO3 Learn about the Consumer Protection Act. CO4 Know and analyze the impact of Information Technology and its related Legal Aspects. CO5 Learn about corporate entities, ways and means of its Incorporation. CO6 Apprehend the power of Central Government in formulating rules.												
Unit no.	Topic/Unit				Contact hours	Weigh tage (%)	BT level	CO	PSO	Elemen ts Of Employ ability (EMP)/ Entrepreneursh ip (ENT)/ Skill Develop ment (SD)	Relevan ce to Local (L)/ Nationa l (N)/Reg ional (R)/Glo bal (G) develop mental needs	Relation to Gender (G), Environmen t and Sustainabil ity (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> • Law of Contract: Essential Elements, Nature, Remedies for Breach of Contract • Contract of Sale of Goods: Essential Features Of Contract Of Sale of 				23	25%	1,2,6	CO1 CO2	PSO10			

	Goods, Sale & Agreement to Sale, Conditions & Warranties, Passing of Property						EMP ENT	L.N.R	HV PE
UNIT II	• Consumer Protection Act: Object Purpose of Act, Important Definition, Grievance Redressal Machinery	23	25%	1,2,6	CO3	PSO10			
UNIT III	• Company Law: Corporate Personality-Memorandum, Prospects-Meetings-Board of Directors	22	25%	1,2,6	CO1 CO2 CO5	PSO10			
UNIT IV	• Information Technology Act, 2000: Rationale Behind The Act-Electronic Commerce-Digital Signature-Duties of Subscribers-Power of Central Government to Make Rules	22	25%	1,2,6	CO4 CO6	PSO10			
Reference Books:									
1	V.S. Datey - Indirect Taxes								
2	K.R. Bulchandani - Business Law (For Management)								
3	G. K. Kapoor & S.B. Saxena - A Text Book of Company Law								