



PIMPRI CHINCHWAD EDUCATION TRUST
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PIMPRI CHINCHWAD EDUCATION TRUST'S PUNE BUSINESS SCHOOL

PGDM

(ACADEMIC BATCH 2023-25)

SEMESTER I – SYLLABUS

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Managerial Accounting

Class of	2023-25	Academic Year	First Year
Course Code	PBSCC101	Semester	I
Credit	3	Sessions	25 + 5

Detailed Syllabus

1. Financial Accounting: (1 Hour)

The course facilitates an insight into the effective management of employees that will guide the budding managers through the principles and practices of HRM and the core models of best practices.

2. Cost Accounting: (1 Hour)

- Overview of Cost Accounting
- Meaning and Terminologies used in Cost Accounting
- Limitations of Cost Accounting
- Types / Techniques / Techniques of Costing Systems

3. Cost Concepts and Control: (2 Hours)

- Cost Classification by different methods
- Cost Control and Cost Reduction

4. Material Control and Inventory Management: (2 Hours)

- Inventory Control through Various Techniques
- Pricing of Material Issues

5. Labor Costing and Control: (2 Hours)

- Significance of Labor Cost
- Methods of Labor Remuneration

6. Overheads: (2 Hours)

- Factory Overheads – Costing and Control
- Calculation of Overhead Absorption Rate

7. Job Order, Batch Costing, and Contract Costing: (3 Hours)

- Job Order Costing
- Job Cost Sheet
- Batch Costing
- Contract Costing

8. Operating Costing: (2 Hours)

- Theory and Practical Illustrations and Solutions

9. Process Costing: (2 Hours)

- Theory and Practical Illustrations and Solutions

10. Management Accounting: (1 Hour)

- Overview of Management Accounting

11. Financial Statement Analysis (2 Hours)

- Du Pont Approach
- Summary of Ratios

12. Cash Flow Statement (2 Hours)

13. Marginal Costing: (2 Hours)

14. Standard Costing: (3 Hours)

15. Budgetary Control: (2 Hours)

16. Activity Based Costing: (1 Hour)

Teaching Methodology

- Lectures
- PPT presentations
- Interactive sessions and Quizzes

Prescribed Course Books

1. A Practical Approach to Cost and Management Accounting - Dr. A. P. Ghosh – ScitechPublication
2. Cost and Management Accounting (Theory and Problems) – M. N. Arora – HimalayaPublishing House
3. Cost & Management Accounting (Theory & Problems based on MCQs) – N. S. Zad (CS –Executive) – TAXMAN
4. Cost Accounting – K. Alex – Pearson

Recommended Books & Periodicals

1. Accounting for Management – Dr. Jawahar Lal – Himalaya Publishing House
2. Journals of: (a)Chartered Accountants
(b)Chartered Management Accountant

Organizational Behaviour

Class of	2023-25	Academic Year	First Year
Course Code	PBSCC102	Semester	I
Credit	3	Sessions	25 + 5

Objective:

To provide a strong conceptual framework for the study, understanding, and application of organization behavior and to apply behavioral techniques to manage human resources in a better manner.

Learning Outcomes:

1. Apply concepts of OB to practice
2. Analyze and assess individual characteristics and its impact on the organization
3. Acquire the ability to understand diversity.
4. Evaluate the importance of managing and motivating people towards the achievement of organizational goals.
5. Analyze real life business situations involving people related issues.
6. Analyze the impact of work environment variables on behavior in organizations.
7. Identify, assess and apply change management process.

REFERENCE BOOKS	AUTHOR/PUBLICATION
Organizational Behavior	Organizational Behavior -Stephen P Robbins, Seema Sanghi -Pearson
Organizational Behavior	Sholcum and Hellreigel
Organizational Behavior, 13th e	Robbins, Stephen P et al. Prentice-Hall, India
Organizational Behaviour, 8th e	Ashwatappa. K. Himalaya Publications - 2008
Organizational Behavior, 11th e	Luthans, Fred. McGraw-Hill - 2008
Human Relations and Organizational Behavior 5th e	Dwivedi, R S. MacMillan Publications India - 2001
Management of Organizational Behavior	Blanchard, Kenneth H et al. Prentice-Hall

Detailed Syllabus

- 1. Management Thought and OB:** Definition of Management, Approaches to Management: Classical, Behavioral, Quantitative. Management Principles of Taylor, Weber, Fayol; Hawthorne Studies, fields contributing to OB, Managers' roles and functions, OB in the context of globalization, workforce diversity.
- 2. Individual Learning and Behavior:** Definition of Learning, Theoretical process of learning, application of the learning theories for behavior modification.
- 3. Attitudes, Values and Job Satisfaction:** The Nature and Dimensions of Attitudes: Components of Attitude
– Sources and types – Cognitive dissonance theory – Values — The effect of job satisfaction on employee performance.
- 4. Perception:** Factors Influencing Perception - Perceptual Selectivity – rational decision-making model, bounded rationality, Linkage between Perception and Individual Decision Making
- 5. Personality:** The Meaning of Personality - Personality Determinants - Personality Traits - The big five model, emotional labor. Ideographic and nomothetic approach Emotional Intelligence – Definition – self-awareness, self-regulation, social skills, social awareness.
- 6. Emotional Intelligence** – Definition – self- awareness, self-regulation, social skills, social awareness.
- 7. Motivation:** Meaning of Motivation – Primary, General Motives and Secondary Motives - Motivation and Productivity – Content and process theories of Motivation.
- 8. Group and Teams:** Types of Groups - Stages of Group Development: The Five-Stage Model, The Punctuated Equilibrium Model - The Dynamics of Informal Groups: Norms and Roles in Informal Groups - Management of Informal Organizations - Dynamics of Formal Work Groups - Teams vs Groups - Types of Teams - Group decision- making.
- 9. Communication:** Process, types barriers and effective communication- Interactive Communication in Organizations – Cross cultural communication.

- 10. Leadership:** Understanding Leadership - Leader and Manager - Leadership Theories - Trait Theories - Behavioral Theories - Contingency Theories - Leadership Styles - Leadership Skills - Determinants of Leadership – Challenges to leaderships in virtual teams.
- 11. Power, Authority & Politics:** Definitions of Power - Distinction Between Power and Authority - Bases of Power - Power Structure and Blocks – impression management – political behavior in organizations
- 12. Conflict:** Sources of Conflict - Intra-individual Conflict - Interpersonal Conflict - Intergroup Behavior and Conflict - Organizational Conflict Negotiations - Approaches to Conflict Management
- 13. Stress Management:** Causes of Stress – Organizational and Extra Organizational Stressors – Group Stressors – Individual Stressors - Coping Strategy for Stress
- 14. Organizational Structure:** Understanding Organizational Structure - Centralization, Decentralization, Flat and Tall Structures, Departmentalization, Behavioral Implications of different organizational designs
- 15. Organizational Culture:** Meaning, creating and sustaining culture, culture as a liability, employee acculturation process, countries and culture, organizational climate. Hofstede's model
- 16. Organizational Change:** Forces for Change - Managing Planned Changes - Resistance to Change - Approaches to Managing Organizational Change – technology and change

Cases

- Employee Satisfaction: An Outcome of a Motivated Workforce
- Needs Drive Performance
- The Lumen and Absorb Teams at Crutchfield Chemical Engineering
- Southwest Airlines Act II: An Airline in Trouble?
- People Matters in Sales Force Management
- HR Restructuring at Lucent Technologies
- Remaking JCPenney's Organizational Culture
- Whole Foods Market's Unique Work Culture and Practices

Economic Analysis for Business Decisions

Class of	2023-25	Academic Year	First Year
Course Code	PBSCC103	Semester	I
Credit	3	Sessions	25

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

Detailed Syllabus

- 1. Managerial Economics:** Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm, Cyert and March's Behavior Theory, Marris' Growth Maximisation Model, Baumol's Static and Dynamic Models, Williamson's Managerial Discretionary Theory. (6+1)
- 2. Utility & Demand Analysis:** Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus. Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity.

Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods, Demand Forecasting for a New Products. (Demand Forecasting methods - Conceptual treatment only numericals not expected) (8+1)

3. Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run. **(8+1)**

4. Revenue Analysis and Pricing Policies: Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination under Perfect Competition- Introduction, Market and Market Structure, Perfect Competition, Price-Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short-run Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis. Profit Policy: Break Even analysis. Profit Forecasting. Need for Government Intervention in Markets. Price Controls. Support Price. Preventions and Control of Monopolies. System of Dual Price.

5. Consumption Function and Investment Function: Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions.

Suggested Text Books:

1. Managerial Economics, Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall
2. Managerial Economics, D. Salvatore, McGraw Hill, New Delhi.
3. Managerial Economics, Pearson and Lewis, Prentice Hall, New Delhi
4. Managerial Economics, G.S. Gupta, T M H, New Delhi.

Marketing Management - I

Class of	2023-25	Academic Year	First Year
Course Code	PBSCC104	Semester	I
Credit	3	Sessions	25

Objective:

To provide students with basic concepts and practices of marketing, and provide a framework to help them to understand advanced topics and specialized electives in marketing

Learning Outcomes:

1. Recall and reproduce the various concepts, principles, frameworks and terms related to the function and role of marketing
2. Demonstrate the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and illustrate the role that marketing plays in the 'tool kit' of every organizational leader and manager.
3. Apply marketing principles and theories to the demands of marketing function and practice in contemporary real-world scenarios.
4. Examine and list marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real-world marketing offering (commodities, goods, services, e-products/ e-services).
5. Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
6. Discuss alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real-world marketing offering (commodities, goods, services, e-products/ e-services.).

Detailed Syllabus

Unit 1

Introduction - Need, want and demand, Concept of value and customer cost, Understanding product levels, Definition of marketing, Difference between marketing & selling, Relevance of marketing

Unit 2

Marketing Mix – Product - Concept of product, Components of product offering, Product line & product mix, Product life cycle

Unit 3

Marketing Mix – Pricing - Pricing objectives, Factors influencing pricing, pricing strategies, Pricing to value

Unit 4

Marketing mix – Placement - Importance of physical distribution, Components of physical distribution, designing a distribution system, emerging contemporary channels

Unit 5

Marketing Mix – Promotion - Importance of marketing communication, Marketing communication mix, Role of each element

Unit 6

Segmentation, market targeting, positioning & re-positioning - Fundamentals of market segmentation, Selection of target market, Positioning & repositioning a brand

Unit 7

Environment analysis - Macro-environment (PESTL analysis), Micro-environment (SWOT analysis)

Unit 8

Formulating Business Goals - Product & Brand Development Matrix, The Corporate Strategy (BCG Model), The SBU Strategy (ANSOFF Matrix)

Business Statistics

Class of	2023-25	Academic Year	First Year
Course Code	PBSCC105	Semester	I
Credit	3	Sessions	25

Objective:

To equip students with the essential concepts, tools and techniques necessary for robust managerial decision making

Learning Outcomes:

1. Gaining Knowledge of basic concepts /Fundamentals of business statistics
2. To comprehend different types of diagrams and frequency distributions.
3. To compute various measures of central tendency and Measures of Dispersion,
4. To compute Correlation and Regression analysis and their implication on Business performance
5. Evaluating basic concepts of probability and probability Distributions

Detailed Syllabus

Unit 1- Introduction to Statistics: Definition, Functions of statistics, Importance, Scope of statistics and Limitations of statistics, applications of statistics in business.

Unit 2- Presentation of Data: Classification of data- one-, two- and three-dimensional, tabulation of data, Diagrammatic representation of data, Significance of diagrams and graphs, Types of diagrams- one, two and three dimensional, Graphs of Frequency distribution – Histograms, Frequency Polygon, Smoothed frequency curve and Ogive.

Unit 3-Measures of Central Tendency and Dispersion: Meaning of Average: Requisites of a good average, properties of arithmetic mean, Merits and demerits of arithmetic mean, Median: Use of median, Merits and demerits of median, Mode: Use of mode, Merits and demerits of mode, Dispersion: Range, Quartile deviations, Mean deviation, Standard Deviation - Properties of standard deviation, Coefficient of Variance, Use of dispersion in management.

Unit 4 - Simple Correlation and Regression: Meaning of correlation, Causation and Correlation, Types of Correlation - Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient - Properties of Karl Pearson's correlation coefficient - Factors influencing the size of correlation coefficient, Spearman's Rank Correlation Coefficient, Partial Correlations, Multiple Correlations. **Regression:** Meaning of Regression, Regression lines - Regression coefficient, Standard Error of Estimate, Application of Multiple Regressions

Unit 5- Probability Distribution: Definitions of probability, Basic terminology used in probability, Rules of Probability: Addition rule and Multiplication rule, Conditional Probability and Bayes' Theorem. Introduction to discrete and continuous probability distributions.

SUGGESTED TEXT BOOKS	AUTHOR/PUBLICATION
Statistics for Management	Levin R.I., Rubin S. David, Statistics for Management, 7th Ed, Pearson, 2000
Statistical Methods	S.P. Gupta, New Delhi, Sultan Chand and Sons
Business Statistics	J. K Sharma, 2nd Ed. Pearson, 2010
SUGGESTED REFERENCE BOOKS	AUTHOR/PUBLICATION
Statistics for business and economics	Anderson D.R., Sweeney D.J. and Williams T.A., 8th edition, Thomson (South – Western) Asia, Singapore, 2002
Complete Business Statistics	Aczel A.D. and Sounderpandian J., 6th edition, Tata McGraw – Hill, 2004
Introductory Statistics	Prem S. Mann, Introductory Statistics, Wiley Student Edition, Fifth Edition

Digital Business

Class of	2023-25	Academic Year	First Year
Course Code	PBSGBMCC106	Semester	I
Credit	3	Sessions	25

Detailed Syllabus

Unit 1. Electronic Commerce: The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, E-Commerce Business Models, Integrating the Marketplace with the Marketspace, Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society.

Unit 2. Mobile Commerce, Social Commerce and IoT: Mobile Commerce, Attributes Applications and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising. Social Commerce: Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, social media, Platforms for Social Networking; Social Media Marketing, Enterprise 2.0, Improved Business Models. Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models. Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets.

Unit 3. Digital Business Ecosystem: Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals. Intermediaries: Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing. Changing Supply Chains: Structure of the Supply Chain, EC Order Fulfillment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing

Logistics, Order Fulfillment in Make-to- Order (MTO) and Mass Customization. Digital Payments: Smart Cards, Stored- Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues.

Unit 4. Digital Business Applications - I: Electronic Retailing: B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel,

Referring Directories, Malls with Shared Services. Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. Fintech: E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. Digital Government: Government-to-Citizens, Government-to- Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E- Government and Social Networking, M-Government. E-Learning, E-Training, and E-Books: Basics of E- Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books.

Unit 5. Digital Business Applications - II: Online Travel and Tourism Services: Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. E-Employment: Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. Entertainment, Media & Gaming: Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment.

Introduction to ABM

Class of	2023-25	Academic Year	First Year
Course Code	PBSABMCC106	Semester	I
Credit	3	Sessions	25

Objective

To provide the understanding of fundamentals of management with reference to agribusiness.

Learning Outcomes

1. Understand the fundamentals of management with reference to agribusiness.
2. Acquaint with various functional areas of agribusiness.
3. Study the core industries and its application with reference to agribusiness.
4. Learn the drivers of agribusiness.
5. Determines the new trends in agribusiness.

Detailed Syllabus

Unit 1 - Introduction to agribusiness Management

Meaning of Agribusiness, Evolution from farming to agribusiness, Challenges and opportunities to agribusiness, Concept and Definition of Agribusiness management, Science or Art, Agribusiness in India, Factors that affect agribusiness, contributors to the development of agribusiness.

Unit 2 - Components of Agribusiness Management

Agricultural Input Sector: Agricultural Supply, Labor, Irrigation, Seeds, Fertilizers.

Agricultural Production Sector: Farming, Farm mechanization, Agribusiness output sector-Transporting, selling, storing, and inspecting.

Agricultural Processing- Manufacturing Sector: Production, Processing, Marketing and shipments (exports / imports) of agricultural produce.

Unit 3 – Core Industries of Agricultural

Horticulture sector, Dairy sector, animal husbandry, fisheries sector, Agri tourism, processing sector, farm machinery, agrichemical and seed manufactures, marketing and supply chain in agribusiness.

Unit 4 – Drivers of agribusiness

Drivers of agribusiness, Climate Change, Extreme Whether Events, Rising Middle Class, Urbanization, Changing Diets, Agriculture- related Risks, Food Safety Scandal's, Growing Land, Water Constraints, persistent conflicts, increased inequality.

Unit 5 – New Trends in Agribusiness

GAP certificate, Agriculture export zone (AEZ), Special economic Zone (SEZ), food safety specification, Packaging standards, Organic Products, Hydronics, Changing Demography, demands and technology affecting agribusiness, productivity evolution, international trends in agribusiness

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Business History

Class of	2023-25	Academic Year	First Year
Course Code	PBSEC109	Semester	I
Credit	2	Sessions	15

Detailed Syllabus

Course Objectives: This course is designed to.....

- Help the student appreciate the concept of business history
- Business history helps you analyze the reasons for the success, prosperity or failure of organizations and business groups
- Allow the student to analyze how leaders shaped organizations

Learning Outcomes: At the end of the course a student is expected to.....

- Understand historical perspectives on entrepreneurship, ethics, business communities, and multinationals can enhance your knowledge of how things have evolved, what worked and what did not work, how leaders made decisions, how public policy affected business, how business coped with business cycles etc.
- Gain an understanding of how a historical perspective can make better manager by taking right decisions.
- Understand the values and vision on which organizations were built.

Topic	Sub Topics
Early origins of business in India	1) East India Company 2) Development of Managerial capitalism in India 3) Early Business Houses in India-emergence of business groups in Bombay and Calcutta
Businesses that change the world	1) The Transcontinental Railroad-The Indian Railways 2) Henry Ford: Building cars and markets for them Ø Robert Woodruff-The Brand's the thing Ø J Pierpont Morgan-The American Colossus Ø Bill Gates Cyberspace-The Dematerialized Future
Business history of India-pre and post-independence	Ø Indian businesses prior to independence 1) The emergence of Industrial groups in Bombay and Calcutta 2) Growth of Joint Stock companies 3) Saga of textile industry

	Ø Infrastructure and Engineering, Irrigation
	Ø At Independence
	1) The Nehruvian Era-Rise of the Public sector
	2) The license Permit Raj-Challenges
	3) Financial and Banking system-early years
	4) Nationalization of Banks
Liberalization and Post liberalization business environment	Ø Into a new age (Post Reforms era)
	1) Privatization: Lessons from developing countries
	2) Liberalization and opening up of the Indian Economy-Auto, Insurance, Banking, Services, Logistics, Transportation
	*Business Groups facing the Globalization challenge
	*Emergence of New Businesses-IT, ITES, Services
	*Entrepreneurship and Startups

Enterprise Analysis & Desk Research

Class of	2023-25	Academic Year	First Year
Course Code	PBSEC110	Semester	I
Credit	2	Sessions	20

Objective

To make aware students about key challenges and opportunities for a business organization in the future.

Learning Outcomes

1. Define & describe the key organizational, market related, financial, governance, and dimensions of a real-world Enterprises, Industry.
2. Summarize the national and international footprint of a real-world business organization
3. Identify& interpret using tables and charts, the trends in market standing and financial performance of various industry sectors based on P & L A/c.
4. Compare & evaluate the future plans of a various business organization from the company website, shareholders reports and other information available in the publicdomain.
5. Compile the key challenges and opportunities for a business organization in the future (1to 3 years).

Detailed Syllabus

1. Introduction to Enterprise (History & Background): Establishment, Original & Current Promoters, Business Group or Business Family to which it belongs, Vision-Mission-Philosophy – Values-Quality Policy, Brief profiles of the Chairman, CEO, MD, Members of Board of Directors along with their career highlights CSR Initiatives, Technical and other collaborations if any, Recent Mergers and Acquisitions, if any. **(4 Hrs)**

2. Organization Profiling: Industry segment and Organization Structure, Geographical (domestic and international) presence – the journey since inception and expansion over the years, company’s current geographical foot prints national & international. Enterprise quality consciousness through Certifications if any - ISO / EMS / FDA / CMMI etc Digital Presence Organizations approach towards gender diversity, social inclusion, environment friendly operations. Key features of the company’s website. **(4 Hrs)**

3. Market Presence: Customer base and reach, Product basket, Product lines, Major Brands, Market Share –national and international, product wise, Advertising Punch Line/Slogan, Logo, Key ventures in the past 5 years & its impact. Expansion through Mergers & Acquisitions, Technological developments Disruptive innovations and its impact on organization. Role of start-ups in competition **(4 Hrs)**

4. Financials: Data to be studied, tabulated, graphically depicted, analyzed and presented for last 5 years for the Revenues, Profitability, Market Capitalization, Segmented Revenues, Auditors. Listing status & Scrip Codes – BSE and NSE, Global Listings on International Stock Markets, Share Price Face Value, Current Market Value, Annual High Low Figures/E Ratio, Shareholding Pattern. **(4 Hrs)**

5. Governance: Philosophy, Action taken by SEBI if any, Involvement in Scams, Insider Trading Issues, Standard & Poor’s Corporate Governance Scores, CRISIL Rating. Vision statements of the top management. **(4 Hrs)**

SUGGESTED LEARNING RESOURCES
Annual Reports
Corporate Websites
Stock Market Websites
Business Newspapers, Magazines
Industry Trade Body websites, Reports
PhD Thesis, Research Papers
National & International Journals

Communication Skills - I

Class of	2023-25	Academic Year	First Year
Course Code	PBSEE111	Semester	I
Credit	2	Sessions	25

COURSE OBJECTIVE:

To enhance the communication skills of the learner, in both social and professional contexts, and to develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.

COURSE OUTLINE:

Unit 1: *Effective Communication* - Introduction, Scope, Techniques and Barriers to communication. Communication Process. Different perspectives in communication.

7Cs of Communication. **(5 hours)**

Unit 2: *Communication Network in an Organization* - Personal Communication etiquettes, Internal and External Communication, Horizontal and Lateral communication. Drafting Emails, Report Writing, Preparing Agenda and Minutes of the Meeting. Formal Written communication **(7 hours)**

Unit 3: *Basic Listening Skills:* Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations. Benefits and Barriers to Effective listening **(5 hours)**

Unit 4: *Non-Verbal Communication-* Relevance and effective usage. Para language, Chronemics, Haptics, Proxemics, Body language and Object language. **(3 hours)**

Unit 5: *Business Presentation Skills-* Audience, Analysis, Preparing effective PowerPoint presentation. Delivering of presentation, handling questions, dealing with fears and techniques of delivery. **(5 hours)**

REFERENCE BOOKS (Latest edition):

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 201
3. Speaking Effectively, Jermy Comfort, et.al, Cambridge
4. Anjaneethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
5. Communication skills for professionals, Konar nira, 2nd Edition, New arrivals –PHI, 2011

MS - Office

Class of	2023-25	Academic Year	First Year
Course Code	PBSEE112	Semester	I
Credit	2	Sessions	25

COURSE OUTCOMES (CO)

1. Understanding the importance and usage of computers and applications in the smooth functioning of day-to-day business activities
2. Analyzing common business problems
3. Designing reports to demonstrate proficiency in the application

COURSE OUTLINE (SYLLABUS)

The course is designed to aim at imparting a basic level of MS Office training for the students. After completing the course, the students are able to use the computer for basic purposes of preparing personnel/business documents & reports. This allows students to learn how to create and edit spreadsheets. Students will be able to enhance the look and feel of the spreadsheets using various formatting options.

Detailed Syllabus

Sr. No	Topics	No. of hours	Course Outcomes	Learning Outcomes
1	Introduction to MS Excel environment	2	CO1	Understanding the usage of MS Excel in day-to-day office work
2	Concept of Formula, Function and Feature Basic Functions a. Text to columns, flashfills b. Remove Duplicates c. Min, Max, Avg, Count, Counta, Countblank, Large, Small, Sum, Product, Sumproduct	2	CO1, CO2, CO3	How to extract refined data using Basic functions
3	Text functions – left, right, mid, trim, upper, lower, proper	1	CO1, CO2, CO3	How to deal with Text and Date

	Date functions – Today(), Now(), Day, Month, Year, Hour, Minute, Second, Text			
4	Mathematical Functions: Countif, Countifs, Sumif, Sumifs, Averageif, Averageifs	4	CO2, CO3	How to analyse the numeric and non-numeric data
5	Formatting – applying various formatting option to make the sheets presentable Conditional Formatting - Conditional Formatting to Highlight mistakes like duplicate entries, criteria-based formatting, Create, Edit and Manage rules	4	CO1, CO2, CO3	How to beautify the excel sheets, applying formats based on conditions
6	Graphs/Charts - Inserting Graphs, when to choose what type of Graph, Formatting, coloring, giving impressive finishing looks and presenting in images with 3D effects	4	CO1, CO2, CO3	How to convert data into pictorial format using Graphs/Charts, understanding when to use which type of graph to enhance the data representation
7	Filters and Advanced Filters - Data Filters, Sorting	4	CO1, CO2, CO3	How to use basic filters and advanced filters to avoid any data loss or wrong data representation
8	Report summary through Sub Totals	4	CO1, CO2, CO3	How to categorise the data and generate reports

APTITUDE

Class of	2023-25	Academic Year	First Year
Course Code	PBSEE113	Semester	I
Credit	2	Sessions	20

SEMESTER I: (Foundation Aptitude)

Detailed Syllabus

Quantitative Aptitude:

1. Basic Calculation
2. BODMAS
3. Divisibility Tests
4. Numbers
5. LCM & HCF
6. Percentages- Basic
7. Profit & Loss- Basic
8. Average
9. Ratio & Proportion

Reasoning:

1. Logical Puzzles- Basic
2. Venn Diagram
3. Calendars
4. Probability