

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai - 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/472

Date : 24th March, 2025.

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai - 400 098.

Sub : Post Graduate Diploma in Business Management (PGDBM) .
(One year) (Sem - I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023** vide Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1st November, 2023** vide Item no. 9.3 (B) 18 (N) and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024** vide Item No. 6 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Business Management (PGDBM) (Sem I & II)** (Appendix - 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no for Eligibility	Duration
A	P.G Diploma in Business Management	O.GPA - 61 A	O.GPA - 62 A	One year

2/-

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Date : 24th March, 2025.

: 2 :

Regulation Nos	
Duration	R. GPA - 146
Intake Capacity	R. GPA - 147
Scheme of examination	R. GPA - 148
Standard of Passing	R. GPA - 149
Credit Structure	R. GPA - 150 A
	R. GPA - 150 B


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(B) 18 (N) /01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for Post Graduate Diploma in Business Management

Garware Institute of Career Education and Development

Semester-Sem I and II

Ref: GR dated 16th May,2023 for Credit Structure of PG

(with effect from the academic year 2023-24)

UNIVERSITY OF MUMBAI



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	O: <u>GPA – 61A</u> Title of the Course	Post Graduate Diploma in Business Management (PGDBM)
2	O: <u>GPA – 62A</u> Eligibility	Graduate in any faculty OR Passed Equivalent Academic Level 5.5
3	Duration of Program R: <u>GPA –146</u>	1 years / 2 SEMESTERS
4	R: <u>GPA –147</u> Intake Capacity	60
5	R: <u>GPA –148</u> Scheme of Examination	50 Internal – Continuous 50 External- Semester End Exam
6	Standards of Passing R: <u>GPA –149</u>	50% in each component
7	Credit Structure R: <u>GPA –150A</u> R: <u>GPA –150B</u>	Attached herewith
8	No. of Years / Semesters	1 Year, Sem I & IV
9	Program Level	P.G 6.0
10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year	From Academic Year 2023-24

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble / Scope:

Management is a field which is constantly evolving; in which updated and specialized knowledge is essential. Companies today seek candidates who not only have excellent knowledge of their field and specialist skills, but who can cope with dynamism and lead the company successfully through changes. The innovations of the emerging markets, as well as the globalization process and technological changes require highly trained professionals, able to face the challenges of the financial areas of corporate business. They seek individuals who can represent the company in a positive light when dealing with clients and transmitting in them confidence of the company's ability to manage the business.

The PGDBM - program is intended to prepare students for a wide range of careers both inside and outside the industry, including Digital Marketing, Investment Banking, Fund Management, Debt and Capital Markets, Mergers and Acquisitions, Investment Analysis and Research to name a few.

Objective of the Course:

Learning in practice

The classroom sessions are a combination of lively case study discussions and hands on practice exercises with TATA McGraw Online learning portal. This ensures that the learning is an enriching experience. To experience our learning sessions is to go inside the issues that matter - and to reach inside yourself for the knowledge, skills, and confidence you will develop to analyze and address complex situations. In every case, class, event, and activity, you are asked not only to develop new skills, but also to demonstrate it.

Blended Learning

Our Blended learning programs are perhaps the highest impact, lowest cost way to drive major corporate learning initiatives. It offers you the advantages of face to face learning as well as those of technology-based learning. We design blended learning programs that are:

- Well-structured (all steps were well-defined and scheduled in advance)
- Takes advantage of best-in-class media of the day
- Saves time, since part of the learning can be done by learners directly from their desktop
- Helps create a social culture (learners do spend a lot of time together)
- Uses demonstration and experiential learning

Students will have a solid understanding of the fundamental Management tools ranging from International Business, Emerging Digital Media, Hiring People Globally, applied economic theory, probability and statistics, to financial modeling and securities law all of which are becoming increasingly vital in the industry. As for any aspirant looking forward to entering this vibrant field, it is essential to have sound technical knowledge. However, at the same time, it is also essential for one to be well versed in their soft skills, that is, their communication abilities and overall presentation. One cannot learn about Management without participating in it. So, we have introduced an Internship program of 3 months. Keeping this in mind the PGDM - Global Markets, BSS has been designed to interlace practical sessions such as case study discussions, projects, group discussions, class presentation, simulation programs and internships along with the theory sessions so that the students can correlate between theory and practice and develop a wholesome understanding of the subject.

Post-Graduation Diploma in Business Management

Year (1 Year)	Level	(1 Yr)	Major		RM	OJT / FP	Cu m. Cr.	Degree
			Mandatory*	Electives Any one				
I	6.0	Sem I	Course 1 : (Credits 4) Principles of Management	Any One (4 Credits) Business Communication (Credits 4) OR Soft Skills & Life skills (4 Credits)	Research Methodology (Credits 4)	-	22	PG Diploma
			Course 2 : (Credits 4) Financial Management					
			Course 3 : (Credits 4) Management Economics Course 4 : (Credits 2) Marketing Management					
			14	4	4		22	

(Syllabus as per NEP 2020)

Year (1)	Level	(2 nd Yr)	Major		RM	OJT / FP	R P	Cu m. Cr.	Degree
			Mandatory*	Electives Any one					
	6.5	Sem II (HR)	Course 1 : (Credits 4) Compensation and Benefits Course 2 : (Credits 4) Competency and Performance Management Course 3 : (Credits 4) Training & Development Course 4 : (Credits 2) Organisational Theories & Structural Design	Credits 4 Consumer Behavior (2 Credits) Soft skills(2 Credits) Or Industrial Relation & Labour Lar (4 credits)		Industrial Training - (4 Credits)		22	PG Diploma

	Sem II (Digital Marketing)	Course 1 : (Credits 4) Web and Mobile Development Course 2 : (Credits 4) Search Engine Course 3 : (Credits 4) E commerce Marketing Course 4 : (Credits 2) Social Media Marketing	Credits 4 Corporate Law (2 Credits) Soft skills(2 Credits) Or Integrated Marketing (4 credits)				22
	Sem II (Finance)	Course 1 : (Credits 4) Security Analysis and Portfolio Management Course 2 : (Credits 4) Advance Financial Management & Strategic Cost Management Course 3 : (Credits 4) Derivatives & Risk Management Course 4 : (Credits 2) Corporate Law	Credits 4 Compensation Management (2 Credits) Soft skills(2 Credit) Or Financial Markets & Institutions (4 credits)				22
	Sem II (Sales & Marketing Management)	Course 1 : (Credits 4) Consumer and Industrial Buying Behaviour Course 2 : (Credits 4) Marketing Strategy Course 3 : (Credits 4) Product and Brand Management Course 4 : (Credits 2) Integrated Marketing Communication	Credits 4 Or Corporate Law (2 Credits) Soft skills(2 Credit) Or Sales Management and Sales Promotion (4 credits)				22
Cum Credit for 1 year		14	04		04		
Cum. Cr. For PG Degree		28	08	04	04		44
1 Years 2 Semester (PG)(44 Credits)							

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

	Subject Code	Core Subjects	Assessment Pattern			Teaching L	Total Credits
			Internal Marks	External Marks	Total Marks	Total Hrs	Total Credits
	Major Mandatory						
SEM I	PGDBMS1M JP1	Principles of Management	50	50	100	60	4
	PGDBMS1M JP2	Financial Management	50	50	100	60	4
	PGDBMS1M JP3	Management Economics	50	50	100	60	4
	PGDBMS1M JP4	Marketing Management	25	25	50	30	2
	Major Electives (Any one)						
	PGDBMS1M JP5A	Business Communication	50	50	100	60	4
	OR						
	PGDBMS1M JP5B	Soft Skills & Life Skills	50	50	100	60	4
	Research Methodology (RM)						
	PGDBMS1P 6	Research Methodology	50	50	100	60	4
		Total	275	275	550	330	22

	Specialization : Human Resource						
	Major Mandatory						
SE ME STE R II	PGDBMS3M JP13	Compensation and Benefit	50	50	100	60	4
	PGDBMS3M JP14	Competency and Performance management	50	50	100	60	4
	PGDBMS3M JP15	Training & Development	50	50	100	60	4
	PGDBMS3M JP16	Organisational Theories & Structural Design	25	25	50	30	2
	Major Electives (Any One)						
	PGDBMS3M JP17A	Industrial relation & Labor Law	50	50	100	60	4
	OR						
	PGDBMS3M JP17B	Consumer Behaviour	50	50	100	60	4
	Research Project (RP)						
	PGDBMS3P 18	Research Project	100	-	100	4 Weeks	4
		Total	325	225	550	270	22

	Specialization : Digital Marketing(DM)						
	Mandatory Major						
SE ME STE R II DM	PGDBMS3M JP19	Website and Mobile Development	50	50	100	60	4
	PGDBMS3M JP20	Search Engine	50	50	100	60	4
	PGDBMS3M JP21	E-Commerce Marketing	50	50	100	60	4
	PGDBMS3M JP22	Social Media Marketing	25	25	50	30	2
	Major Electives (Any One)						
	PGDBMS3M JP23A	Integrated Marketing	50	50	100	60	4
	OR						
	PGDBMS3M JP23B	Corporate Law	50	50	100	60	4
	Research Project (RP)						
	PGDBMS3P 24	Research Project	100	-	100	4 Weeks	4
		Total	325	225	550	270	22

SE ME STE R II	Specialization : Finance						
	Mandatory Major						
	PGDBMS3M JP25	Security Analysis and Portfolio Management.	50	50	100	60	4
	PGDBMS3M JP26	Advance Financial Management & Strategic Cost Management	50	50	100	60	4
	PGDBMS3M JP27	Derivatives & Risk Management	50	50	100	60	4
	PGDBMS3M JP28	Corporate Law	25	25	50	30	2
	Major Electives (Any One)						
	PGDBMS3M JP29A	Financial Markets & Institutions	50	50	100	60	4
	PGDBMS3M JP29B	Compensation Management	50	50	100	60	4
	Research Project (RP)						
	PGDBMS3P 30	Research Project	100	-	100	4 Weeks	4
		Total	325	225	550	270	22

	Specialization : Sales & Marketing Management (S&M)						
	Mandatory Major						
SE ME STE R II	PGDBMS3M JP31	Consumer and Industrial Buying Behavior	50	50	100	60	4
	PGDBMS3M J32	Marketing Strategy	50	50	100	60	4
	PGDBMS3M J33	Product and Brand Management	50	50	100	60	4
	PGDBMS3M JP34	Integrated Marketing Communication	25	25	50	30	2
	Major Electives (Any One)						
	PGDBMS3M JP35A	Sales Management and Sales Promotion	50	50	100	60	4
	OR						
	PGDBMS3M JP35B	Corporate Law	50	50	100	60	4
	Research Project (RP)						
	PGDBMS3P 36	Research Project	100	-	100	4 Weeks	4
		Total	325	225	550	270	22

Sem.- I

SEMESTER 1

COURSE NAME		PGDBM
SEMESTER		I
SUBJECT TITLE		1.1:PRINCIPLES OF MANAGEMENT

Course Objectives:

The student should be able to:

1. relate, discuss, understand, and present management principles, processes and procedures in consideration of their effort on individual actions.
2. participate, summarize and/or lead class discussions, case problems and situations from both the text and student experience that relate to the text material.
3. knowledge and understanding of the Principles of Management will enable the student manager and/ or employee and gain valuable insight into the workings of business and other organizations.

Course Outcomes:

Student should be able to

1	Evaluate the global context for taking managerial actions of planning, organizing and controlling.
2	Integrate management principles into management practices.
3	<ul style="list-style-type: none">• Assess managerial practices and choices relative to ethical principles and standards.
4	Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.

Topics/Sub-topics	
1	Introduction to management Management: Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis
1. A	Management and Society: Social Responsibility and Ethics, Functions of Management-The Nature and Purpose of Planning- Objectives- Strategies, Policies and Planning Premises – Decision Making

2	The Nature of Organizing Organizational Structure: Departmentation - Line/Staff Authority and Decentralization Effective Organizing and Organizational Culture.
2	Co-ordination functions in Organization - Human Factors and Motivation - Leadership - Committees and group Decision Making
3	The System and Process of Controlling Control Techniques and Information Direction Function – Significance.
4	Entrepreneur skills Cover areas such as Entrepreneur Versus Manager: Risk and Rewards; To be a Master and not a Servant; Social: contribution: creating jobs. Work when and where you want; Scope for innovation and creativity.
4. A	Application of Management MBO, managing different form of Businesses, Change Management
5	Recent Trends in Management: - Environment friendly management, Management of Crisis, Total Quality Management
6	Case Studies and Presentations.

Text Books:

Sr. No.	Author	Title	Publisher and Edition
1	Heil Reigel / Jackson/ Slocum	Management – A competency building approach	Cengage Learning; 11 edition
2	Davar	Principles of Management	Kanishka Publishers & Distributors
3	T. Ramaswamy	Principles of Management	Himalaya Publishing House

Reference books and Websites:

Sr. No.	Author	Title	Publisher and Edition
1	Kanchan Bhatia & Shweta Mittal	Management: Principles & Practice,	Variety Books Publisher's Distributors
2	V.S.P. Rao & V. Hari Krishna	Management Text & Cases	

COURSE NAME	PGDBM
SEMESTER	I
SUBJECT TITLE	1.2:FINANCIAL MANAGEMENT

Course Objectives:

The overall objective of financial management is to provide maximum return to the owners on their investment in the long- term. This is known as wealth maximisation. Maximisation of owners' wealth is possible when the capital invested initially increases over a period. Wealth maximisation means maximising the market value of investment in shares of the company.

Course Outcomes:

Student should be able to

1	Understand both the theoretical and practical role of financial management in business corporations.
2	Analyse the finances of individual corporations both in terms of their performance and capital requirements
3	Have a greater appreciation and understanding of the importance of risk within the context of financial decision making
4	Access financial information from a wide variety of sources and use this information to research and assess corporations

Unit & Sub-Unit	Topics/Sub-topics
1	Introduction to Accounting Necessity of Accounting Basic Introduction of Income Statement and Balance Sheet.
2	Meaning of GAAP Concepts of Accounting Impact of Accounting Concepts on Income Statement and Balance Sheet.
3	Accounting Mechanics Process leading to preparation of Trial Balance and Financial Statements Preparation of Financial Statements with Adjustment Entries.

4	Revenue Recognition and Measurement Capital and Revenue Items Treatment of R& D Expenses Preproduction Cost Deferred Revenue Expenditure
5	Fixed Assets and Depreciation Accounting Evaluation and Accounting of Inventory.
6	Preparation and Complete Understanding of Corporate Financial Statements 'T' Form and Vertical Form of Financial Statements.
7	Important Accounting Standards.
8	Corporate Financial Reporting–Analysis of Interpretation thereof with reference to Ratio Analysis. Fund Flow, Cash Flow.
8.2	Corporate Accounting Accounting of Joint Stock Companies: Overview of Share Capital and Debentures, counting for Issue and for feature of Shares, Issue of Bonus Share. Issue of Debentures, Financial Statements of Companies: Income Statement and Balance Sheet in Schedule VI. Provisions of the Companies Act: Affecting preparation of Financial Statements, Creative Accounting, Annual Report, Presentation and analysis of Audit reports and Directors report. (Students should be exposed to reading of Annual Reports of Companies both detailed and summarized version).
9	· Inflation Accounting & Ethical Issue in Accounting.
10	· Case Studies and Presentations
	Total

Text Books:

Sr. No.	Author	Title
1	Prasanna Chandra	Financial Management –Theory & Practice
2	M. Y. Khan & P. K. Jain	Financial Management –Text, Problems & Cases
3	I. M. Pandey	Financial Management
4	E. F. Brigham & J. F. Houston	Financial Management
5	Van Horne	Financial Management & Policy
6	L. J. Gitman	Managerial Finance

COURSE NAME		PGDBM
SEMESTER		I
SUBJECT TITLE		1.3: MANAGEMENT ECONOMICS

Course Objectives:

Management Economics is a method to analyze goods or services and make business decisions from the analysis. This form of studying can help identify themes and trends that could be the cause and effect of good and bad business decisions.

Course Outcomes:

Student should be able to

1	Understand the roles of managers in firms
2	Understand the internal and external decisions to be made by managers
3	Create new market opportunities through differentiation and alternative approaches
4	Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
5	Analyse real-world business problems with a systematic theoretical framework.

Unit & Sub-Unit	Topics/Sub-topics
1	The Fundamentals of Managerial Economics
2	Economics Concepts relevant to Business (Microeconomics) Theory of Demand Theory of Production
3	Market structure & Pricing theory Profit Analysis Capital Investment Theories
4	(Macroeconomics) Economic System
5	Theory of Income & Control
6	Theory of Money & Banking Theory of Public Finance
7	Different Policies Issued by Government International Trade
8	Political Economy
9	Environmental Issues
10	Case Studies and Presentations
	Total

Reference Book and Text Books:

Sr. No.	Author	Title
1	Joel Dean	Managerial Economics
2	Mote, Paul & Gupta	Managerial Economics: Concepts & Cases
3	James Pappas & Mark Hershey	Fundamentals of Managerial Economics
4	Milton Spencer & Louis Siegleman	Managerial Economics

COURSE NAME	PGDBM
SEMESTER	I
SUBJECT TITLE	1.4: MARKETING MANAGEMENT

Course Objectives:

To achieve the objectives of the business. Thus, the prime objective of marketing management is to achieve the objectives of the business. A business predominantly aims at earning reasonable long-term profits by satisfying the needs of customers.

Course Outcomes:

Student should be able to

1	Develop an ability to understand and develop the marketing mix for an organization
2	Develop strategies for the efficient distribution of products and services
3	Determine strategies for developing new products and services that are consistent with evolving market needs.
4	Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.
5	Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.

Unit & Sub-Unit	Topics/Sub-topics
1	Introduction to marketing concept, its relevance in India, marketing mix, marketing structures and systems.
2	Environmental scanning and market opportunity analysis.
3	Buyer Behavior-household and institutional/organizational.
4	Market segment and segmental analysis.
5	Market estimation - Market potential, demand forecasting and sales forecasting.

6	Marketing Information Systems, Marketing Research, Market Planning.
7	Product mix decisions – product identification, product life cycle, branding and packaging.
8	New product development and management. Pricing policies, structures and methods.
9	Concepts of regulated prices in selected industries.
10	Promotion decision - Communication process, promotion mix, promotion strategies with reference to consumer and industrial products.
11	Advertising and personnel selling decision.
12	Distribution Management - importance of distribution in developing country. Role of middleman, identification, selection and managing dealers. Distribution Channels Management –Physical distribution.
13	Performance and control- Marketing Audit.
14	Case Studies and Presentations
	Total

Reference Book Text Books:

Sr. No.	Author	Title	Publisher and Edition
1	Kotler, Keller, Koshy & Jha	Marketing Management	14th edition, Tata Mc Graw hill
2	M. Altaf Khan	Marketing Management	Wisdom Publications

COURSE NAME	PGDBM
SEMESTER	I
SUBJECT TITLE	1.5 A]BUSINESS COMMUNICATION

Course Objectives:

The main objective of communication is to help managers in achieving organization goals. It helps managers to perform all managerial functions and to achieve predetermined goals.

Course Outcomes:

Student should be able to

1	<ul style="list-style-type: none"> Understand effective business writing.
2	<ul style="list-style-type: none"> Know research approaches and information collection.
3	<ul style="list-style-type: none"> Use effective interpersonal communications.
4	<ul style="list-style-type: none"> Apply skills that maximise team effectiveness.
5	Utilising constructive negotiation and conflict management skills.

COURSE NAME	PGDBM
SEMESTER	I
SUBJECT TITLE	1.6: RESEARCH METHODOLOGY

Sr. No.	Topics/Sub-topics
1	Introduction to Managerial Communication Understanding the Components of Communication Small Group and Team Communication Business and Professional Communication
2	Written Analysis and Communication Spoken Business Communication
3	Cultural Identities and Intercultural Communication Difficult Communication
4	Intercultural Communication Competence Organizational Communication
5	Persuasive Communication Barriers to Communication
6	Case Studies and Presentations
	Total

Text Books:

Sr. No.	Author	Title	Publisher and Edition
1	Das & Rao	Communication skills	Himalaya Publishing House Pvt. Ltd. -
2	Urmila Rai/S.M.Rai	Effective communication	Himalaya Publishing House

Course Objectives

The main objective of this course is to introduce the basic concepts in research methodology in Social science.

This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project.

This will also enable the students to prepare report writing and framing Research proposals.

Course Outcomes □

Students who complete this course will be able to understand and comprehend the basics in research methodology and applying them in research/ project work. □

This course will help them to select an appropriate research design. □ With the help of this course, students will be able to take up and implement a research project/ study. □

The course will also enable them to collect the data, edit it properly and analyse it accordingly. Thus, it will facilitate students' prosperity in higher education. □

The Students will develop skills in qualitative and quantitative data analysis and presentation. □
Students will be able to demonstrate the ability to choose methods appropriate to research objectives

Unit 1

Introduction to Marketing Research: Definition of Marketing Research, Factors that influence Marketing Research ,Marketing Research Process, decision making, qualities of a Marketing Research Manager, Marketing Research in Social Media, Mobile Marketing Research, Ethics in Marketing Research. Importance and Role of research in Marketing;
the marketing research industry;
Approaches to Marketing intelligence.
Types of Market research;
research approaches;
significance of Market research,
problems encountered by marketing research in India. Relevance of marketing research in the Indian Context.

Unit 2

Basic concepts – Scientific method – Types of Research – basic method of collection data – Secondary Data – The Marketing research process – planning the research project. Marketing Research Design
Research design- Pre-test,
Post-test,
Control group and Solomon four-group design,
Causal Research;
observation techniques,
experiments and test markets.

Unit 3

Measurement and Scaling: Sources and Collection of data, Nature of Measurement, Measurement Scales, Characteristics of a good Measurement, Nature of Attitude Scale, Rating scale, Ranking scale, Questionnaire Design. Data Collection
Primary and secondary data; Questionnaire Design and issues; Interviews;

Comparative and non-comparative attitude measurement scaling techniques, sampling design: Sampling procedure, types of sampling, sample size determination.

Unit 4

Data Analysis and Interpretation for marketing research

Analysing qualitative data collected through interviews and open-ended questions

Introduction to sampling – applications of sampling methods of marketing problems. Sampling: Sampling Design Process, Classification of Sampling Techniques, Probability and Non- Probability Sampling Techniques, Internet Sampling, Sampling distribution, Sample Size Determination, Non-Response Issues in Sampling.

Unit 5

Ethical Issues in Marketing Research

Preparing Marketing research reports and

presentation: written report, format of the report, common problems in preparing reports, the critical nature of the report, Graphical presentation of reports. Ethical issues related to clients, respondents, sampling, questionnaire design, Reporting.

Sem.- II

SEMESTER 2 – SPECIALIZATION SALES AND MARKETING

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	INTEGRATED MARKETED COMMUNICATION
PAPER NO.	:	14

Course content:

Topics/sub-topics	
Communication Process – Communication models for urban and rural	
Communication, Integrated Market Communications	
Advertising – Organizational structure of advertising agency and its function.	
Evaluation of agency functioning.	
Advertising objectives with specific reference to DAGMAR, Brand	
objectives, Consumer attitude and market structure	
Brand position and brand image strategy development.	
Persuasion and attitudinal change through appropriate copy development	
Creative decisions, Copy decision – Creation and production of the Copy	
Advertising budget, Media planning and Media research	
Advertising Research	
Basics of Project Management Public relations & Publicity campaigns	
Event management, Role of advertising manager in firms, advertising briefs,	
Agency coordination activities, managing advertising campaigns	
Reference Text	
1. Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, San Diego University Michael Belch, San Diego University	
2. Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker	
3. Logo – Naomi Klein	
4. Brand Reporter fortnightly	
5. Other Guy Blinked , The - Jesse Kornbluth	
6. Belch: Advertising & Promotions (TMH)	
7. J. V. Vilanilam & A. K. Verghese: Advertising Basics (Sage)	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Product and brand management
PAPER NO.	:	15

Course content:

Topics/sub-topics	
Analysing- Environment, Competition, Market opportunities, Gaps	
Product- Concepts, Packaging, Brand hierarchy	
New Product development, Product life cycle	
Brand Management, Concept, Associations, Company/ Consumer's Brand decision making, Brand personality, Keller's CBBE, Brand value Chain	
Brand positioning Strategy, Frame of reference	
Brand Identity- Concept, Execution, Kapferer's prism, Brand Identity Planning Model	
Brand Architecture & Portfolio management	
Brand Equity	
Brand Valuation	

COURSE NAME	:	PGDBM
SEMESTER	:	II- Specialization Marketing
SUBJECT TITLE	:	Consumer and Industrial Buying Behavior
SUBJECT CODE	:	33

Course Objectives:

The course deals with the behavioral aspects of marketing management. It explains how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior. The course should enable students to develop marketing strategies that are consumer based and create and enhance customer value.

Course Outcomes:

Student should be able to

1	Identify the major influences in consumer behaviour
2	Distinguish between different consumer behaviour influences and their relationships
3	Establish the relevance of consumer behaviour theories and concepts to marketing decisions
4	Implement appropriate combinations of theories and concepts
5	Recognise social and ethical implications of marketing actions on consumer behaviour
6	Use most appropriate techniques to apply market solutions

Course Content:

Unit & Sub-Unit	Topics/Sub-topics	
1	Consumer Behaviour – An Introduction	
2	Models Of Consumer Behaviour And Decision Making	
3	Consumer Personality Consumer Attitude Chapter Consumer Motivation	
4	Consumer Learning And Memory Consumer Perception Influence of Social Classes on Consumer Behaviour	
5	Influence of groups on consumer behavior Decision Making Process Consumer Communication Process	
6	Relationship Marketing And Consumer Behaviour Market Segmentation	
7	Consumerism And Consumer Movements- A historical Perspective	
8	Organisational Customer And Buying Behaviour	
9	Case Study	
	Total	

Notes: This specification table shall be treated as a general guideline and actual distribution of marks may slightly vary from table. But the questions from each topic should be asked as per marks weightage.

Reference books and Websites:

Sr. No.	Author	Title	Publisher and Edition
1	Ramneek Kapoor and Nnamdi O. Madichie	Consumer Behaviour	Tata Mc Graw

COURSE NAME	:	PGDBM
SEMESTER	:	II- Marketing Specialization
SUBJECT TITLE	:	Marketing Strategy
SUBJECT CODE	:	34

Course Objectives:

This course will provide students with an in depth understanding of market research. Students will be involved in a practical application of market research via a group project which will focus on a real company situation. Students will write a research brief, determine the research methodology and conduct interviews and surveys as required. Students will be responsible for presenting their findings in both written and oral form

Course Outcomes:

Student should be able to

1	Compare and contrast the key principles of marketing strategy
2	Explain marketing and strategy concepts and ideas in their own words
3	Think strategically about marketing issues and provide recommendations
4	Successfully work as a team
5	Deliver an oral presentation in a professional, engaging manner
6	Prepare a professional, logical and coherent report in the form of a marketing plan

Course Content:

Unit & Sub- Unit	Topics/Sub-topics			
1	Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies			
2	Corporate Strategy Decisions and Their Marketing Implications			
3	Business Strategies and Their Marketing Implications			
4	Understanding Market Opportunities Measuring Market Opportunities: Forecasting and Market Knowledge			
5	Targeting Attractive Market Segments Differentiation and Brand Positioning			
6	Marketing Strategies for New Market Entries Strategies for Growth Markets			
7	Strategies for Mature and Declining Markets Marketing Strategies for the New Economy			
8	Organizing and Planning for Effective Implementation			
9	Measuring and Delivering Marketing Performance			

***Notes:** This specification table shall be treated as a general guideline and actual distribution of marks may slightly vary from table. But the questions from each topic should be asked as per marks weightage.*

Reference books:

Sr. No.	Author	Title
1	Orville Walker and John Mullins	Marketing Strategy: A Decision-Focused Approach

SPECIALIZATION – HUMAN RESOURCE MAANGEMENT

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Organizational theories and structure designs
PAPER NO.	:	17

Course content:

Topics/Sub-topics	
Evolution of Organisational Theories.	
Organisational Effectiveness.	
Determinants of organisational structure	
Determinants of organisational structure	
Business environment	
Mergers and Acquisitions	
Mergers and acquisitions	
Power and politics in business	
Decision Making	
Virtual organizations.	
Network Organisations.	
Boundariless Organization	
Innovation in Business.	
Change Management	
Organizational Design.	

COURSE NAME	:	PGDBM
SEMESTER	:	II- Specialization Human Resource
SUBJECT TITLE	:	Performance management System
SUBJECT CODE	:	40

Course Objectives:

Students must be able to,

The art and science of compensation practice. Strategic Compensation: A Human Resource Management Approach illustrates the art and science of compensation practice and its role in promoting a company's competitive advantage

Course Outcomes:

Student should be able to

1	To learn basic compensation concepts and the context of compensation practice
2	To illustrate different ways to strengthen the pay-for-performance link
3	To learn the concepts of Payment and employee benefits issues for contingent workers.
4	To understand the Legally required employee benefits.
5	To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits

Course Content:

Unit & Sub-Unit	Topics/Sub-topics			
1	Introduction to Performance Management System Performance management in emerging markets			
2	The three levels of performance management			
3	Emerging markets and the global, competitive marketplace			
4	The philosophy of performance Introduction			
5	What is performance management			
6	Traditional use of measures			
7	Measurement and metrics Introduction Purpose of Measurement of Performance			
8	The performance management process			
9	Barriers to measurement			
10	Feedback mechanism			
11	Connecting PM to Increment, promotion & Variable pay			

Notes: This specification table shall be treated as a general guideline and actual distribution of marks may slightly vary from table. But the questions from each topic should be asked as per marks weightage.

Reference books:

Sr. No.	Author	Title
1	Bohlander, Snell, Sherman	Managing Human Resources
2	Thomas Harris.M.D.	I'M ok-You're ok
3	Mark Bussin	The Performance Management Handbook for Emerging Markets: A practical and informative handbook for managing performance for the world of work in Emerging Markets
4	P. Subha Rao	Textbook of HRM

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Training and development
PAPER NO.	:	18

Course content:

Topics/Sub-topics	
Introduction to human resource development	
Overview of Training in Organizations	
Role of training structure of training	
Learning organization	
Principles of Adult Learning Motivation & Performance	
Training Administration. training budget , budget training programmes, design training calendar /schedules)	
Training Need assessment	
Competency modeling and mapping	
Designing Training Modules	
Traditional training methods	
E-learning and use of technology in training	
Training evaluation, Cost Benefit Analysis and ROI	
Management Development.	
Planning & Organizing conferences, seminar etc	
Training Audit.	
Reference Text 1. Effective Training Systems, Strategies and Practices 2. P. Nick Blanchard, James W Thacker second edition Pearson Education 3. Employee Training and Development by Raymond A Noe, 3ed. McGraw Hill 4. Publication (International Edition)	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Introduction to Industrial Relations And Labor Laws-
PAPER NO.	:	19

Course content:

Topics/Sub-topics	
Labor Law in India , Evolution, History, ILO, Factors influencing Labor Legislations, Purpose and classification of Labor Laws in India	
Indian Industrial Relations—An Overview	
Industrial Relations: Concepts, Structures and Functions	
The Indian Industrial Worker, Trade Unions, Employers’ Federation, Industrial Health and Safety	
Indian Constitution , History, Framing of Indian Constitution, Preamble. Law Making Process. Fundamental Rights and Duties, Directive Principles of State Policy, Structure of Union Government. Articles of Constitution.	
The Sexual Harrassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013	
The Indstrial Disputes Act, 1947. Authorities under the Act, Retrenchment & Lay off, Strikes & Lock out, Dismissal, Notice of change, Right of workman laid off for Compensation, Writs, Unfair Labor Practices.	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Compensation and benefits
PAPER NO.	:	20

Course content:

Topics/Sub-topics	
Human Resources Philosophy and Approach for an Organization	
Reward Strategies – Articulating and understanding business context for reward strategies	
Elements of Reward Strategy – Understanding Reward Management	
Compensation / Remuneration place in Reward Strategy	
Understanding Elements of Compensation Structure Fixed , Cash Benefits, Retirals and Social Security, Variable Pay / Incentives / Stock Options	
Costing the CTC of each element of Compensation Structure (excluding stock options)	
Understanding Inflation – Neutralization of Inflation – Dearness Allowance Consumer Price Indices Understanding Provident Fund, ESIC, Gratuity, Superannuation, Bonus under Payment of Bonus Act	
Types of Variable Pay	
Understanding Income Tax	
Arriving at the CTC of an employee/ candidate – costing elements, designing a salary offer template Making a salary offer to a candidate – understanding salary ranges	

Remuneration Survey- choosing a partner, conducting a survey, benchmarking, arriving at a comparator, target position, understanding median , percentile, ageing of market data Converting Remuneration Survey results into a Salary Proposal	
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SPECIALIZATION – FINANCE MANAGEMENT

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Advanced financial management
PAPER NO.	:	21

Course content:

Topics/Sub-topics	
Indian Financial System: Functions of the financial system; Financial Assets; Financial markets; Financial intermediaries; Regulatory system	
Analysis of Leverage: Operating, financial and total	
Theory of capital structure: Net income approach; Net operating income approach; MM approach; Traditional approach; Designing capital structure and factors affecting capital structure.	
Dividend Policy: Factors affecting dividend policy decision; Dividend decision models; Walter model; Gordon model; MM approach	
Financial Planning and Forecasting: Meaning and importance of financial planning; Approaches to financial planning; Proforma profit & loss account; Proforma balance sheet; Growth and external financing requirements	
Corporate valuation and Value Based Management: Valuation concepts; Valuation of equity, Valuation of debt instruments, Corporate valuation approaches; various approaches and concepts of EVA & MVA	

Project Financing and Appraisal: Sources of long term finances; Institutional considerations; Venture capital; SEBI Guidelines	
Derivatives and Risk Management: Forward contracts; Futures and Futures contracts; Options and option contracts; Interest rates, currency swaps	
Investment Banking: Internal and external funding options; Primary issue management; Private placement; ADRs/GDRs; Important SEBI Guidelines / Companies Act provisions pertaining to IPOs; Credit rating agencies and Process	
<p>Reference Books; -</p> <ol style="list-style-type: none"> 1. Financial Management –Theory & Practice - Prasanna Chandra 2. Financial Management –Text, Problems & Cases - M. Y. Khan & P. K. Jain 3. Financial Management - I. M. Pandey 4. Financial Management - E. F. Brigham & J. F. Houston 5. Financial Management & Policy - Van Horne 6. Managerial Finance - L. J. Gitman 	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Security analysis and portfolio management
PAPER NO.	:	22

Course content:

Topics/Sub-topics	
<p>Risk And Return</p> <ul style="list-style-type: none"> • Simple determination of stock market price using time value of money - simple one period and multi period case. • Return on common stock under uncertainty, for a single stock Expected Return, Variance of Return, Concept of probability Distribution of Returns. • Co-movement of two Assets returns, Measuring of Covariance definition and Simple Numerical Example, Correlation Coefficient • Two asset portfolio case, expected return and variance of returns of a Two asset Portfolio Simple Numerical Example and Graphical Illustration • Diversification of Risk, Systematic and Unsystematic risk 	
<p>MODERN PORTFOLIO THEORY</p> <ul style="list-style-type: none"> • General N-asset Portfolio Problem, Markowitz Model: Objectives Function and Constraints, Meaning of Efficient Frontier / Set, Concept of CML (Capital Market Line), Concept of Market Portfolio, Risk Free rate, Borrowing and Lending rates. 	
<p>SHARP'S SINGLE INDEX OR MARKET MODEL:</p> <ul style="list-style-type: none"> • How Asset Returns move with the market. • Slope of security Market Line (SML) • Properties of any asset on the line. • Assumptions and some empirical evidence of CAPM • Arbitrage pricing theory - Introduction 	
<p>CAPITAL ASSET PRICING MODEL:</p> <ul style="list-style-type: none"> • Statement of CAPM. • Slope of security Market Line (SML) • Properties of any asset on the line. • Assumptions and some empirical evidence of CAPM • Arbitrage pricing theory – Introduction 	
<p>EFFICIENT MARKET HYPOTHESIS (EMH) :</p> <ul style="list-style-type: none"> • Random walk theory • Weak, Semi-Strong and Strong form • Empirical Evidence of EMH • Anomalies in the markets: Firm Size Effect, January Effect, Monday Effect. 	
<p>PORTFOLIO PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Sharp Index • Treynor Index • Jensen's Measure • Empirical Test of Mutual Fund Performance & EMH 	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	COPORATE LAW
PAPER NO.	:	23

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depository Laws. Case studies involving issues in corporate laws

Course Content:

UNIT I
Introduction -Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company and producer company; association not for profit;
illegal association; formation of company –promoters, their legal position, pre-incorporation
contract and provisional contracts; online registration of a company.
UNIT II
Documents –Memorandum of association, articles of association, doctrine of constructive notice
and indoor management, prospectus-shelf and red herring prospectus, misstatement in prospectus; GDR; book building; issue, allotment and forfeiture of share, transmission of shares,
buyback and provisions regarding buyback; issue of bonus shares.
UNIT III
Management- classification of directors, women directors, independent director, small shareholder’s director; disqualifications, director identity number (DIN); appointment; legal
positions, powers and duties; removal of directors; key managerial personnel, managing director,
manager; meetings of shareholders and board; types of meeting, convening and conduct of
meetings, postal ballot, meeting through video conferencing, e-voting.
Unit IV
Miscellaneous Provisions- Books of accounts, registers; online filing of documents; dividend
provisions;auditor’s appointment; rotation of auditors; auditor's report; secretarial audit; concept
and modes of winding up; national company law tribunal (NCLT); special courts.
Unit V
Depositories Act 1965- Definitions; rights and obligations of depositories; participants issuers
and beneficial owners; inquiry and inspections, penalty

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Derivative and risk management
PAPER NO.	:	23

Course content:

Topics/Sub-topics	
Derivative- An Introduction Introduction, Managing Risk, Types of Business Risks, Derivatives, Products, Classification, participant, Evolution, Functions	
Forward & Future Introduction, Forward Contract, settlement of Forward Contract, Futures contract, Specifications of Futures contract, difference, Pricing, Arbitrage, Convergence, Relationship of futures price & expected spot price	
Commodity Futures Introduction, benefit, commodity futures & economy, Difference of 7% commodity & financial futures, Pricing, hedging, Perfect & imperfect hedge, Basis & Basis Risk, Optimal Hedge Ratio, Spread strategies	
Stock & Index Futures Index Futures, forward contracts & stocks, Future contract on indices & individual stocks, Features, specifications, pricing, Hedging, Speculation & arbitrage with stock index futures	
Currency Forwards & Futures Foreign exchange markets, Foreign exchange risk, FOREX rates, transactions, Arbitrage, Hedging, Speculation & arbitrage, NDF – Evolution, Growth, Features, Interest rate parity, Currency future – Trading, settlement, pricing, Hedging, Speculation & arbitrage	
Interest rate Forwards & Futures FRA – Introduction, settlement, Pricing, Hedging, Speculation & Arbitrage with FRA and T-Bills, Euro dollars, Treasury bond futures, Pricing T-Bonds, Duration & Modification, Interest rate futures in india	
Interest rate & currency swaps Features of Swap, Need, swap dealer, Applications, Rationale, Types, hedging, Features, Valuing Interest rate and currency swap, Commodity swaps, equity swaps	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Financial markets and institution
PAPER NO.	:	24

Course content:

Topics/Sub-topics	
Financial Markets-An Overview	
Money Market	
Call Money Market -1	
Call Money Market -2	
Commercial Paper Market	
Commercial Bill Market	
Certificate of Deposit (CD) Market	
Public Issue of Securities-A Conceptual Framework	
Public Issue of Securities-A Conceptual Framework , continued	
New Issues Market (NIM)-An Overview	
discussion on IPO	
New Issues Market (NIM)-An Evaluation	

SPECILIAZTION – DIGITAL MARKETING			
COURSE NAME	:	PGDBM	
SEMESTER	:	II	
SUBJECT TITLE	:	Integrated Marketing	
PAPER NO.	:	25	

Course content:

Topics/Sub-topics	
Communication Process – Communication models for urban and rural	
Communication, Integrated Market Communications	
Advertising – Organizational structure of advertising agency and its function.	
Evaluation of agency functioning.	
Advertising objectives with specific reference to DAGMAR, Brand	
objectives, Consumer attitude and market structure	
Brand position and brand image strategy development.	
Persuasion and attitudinal change through appropriate copy development	
Creative decisions, Copy decision – Creation and production of the Copy	
Advertising budget, Media planning and Media research	
Advertising Research	
Basics of Project Management Public relations & Publicity campaigns	
Event management, Role of advertising manager in firms, advertising briefs,	
Agency coordination activities, managing advertising campaigns	

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Social Media Marketing
PAPER NO.	:	26

Course Objectives:

The Social Media revolution is sweeping the world with Social Media Optimization (SMO) as the new strategy for drawing new and unique visitors to a website. Facebook has 1712 Million active users, Instagram has 500 Million active and Twitter has 313 Million active. Likes, tweets, snaps and follows are a way of life of millennials. Brands hoping to engage their consumers cannot afford to ignore social media channels. This course will teach learners how to create your brand on social networking sites and how to monitor and manage the online reputation of your brand.

Course Outcomes:

Student should be able to,

1	Get the basics in Social Media Marketing (SMM) and Blogging
2	Master Google Analytic for Social Media
3	Acquire insights to Facebook and Twitter branding
4	Learn the concepts of Influencer marketing and Online Reputation Management

Course Content:

Unit & Sub-Unit	Topics/Sub-topics	
1	Social Media introduction	
2	Social Media optimization	
3	Marketing On Facebook	
4	Marketing On Twitter	
5	Marketing On Slideshare,	
6	Instagram Marketing,	
7	Marketing On Pinterest	
8	Marketing On LinkedIn	
9	Marketing On YouTube	
10	Social media Project	
	Total	

Notes: This specification table shall be treated as a general guideline and actual distribution of marks may slightly vary from table. But the questions from each topic should be asked as per marks weightage.

Reference books:

Sr. No.	Author	Title
1	J Christian Connett	Principles-of-Digital-Marketing
2	By Robert W. Bly	The Digital Marketing Handbook: A Step-By-Step Guide to Creating Websites That Sell
3	By Godfrey Parkin	Digital Marketing: Strategies for Online Success

COURSE NAME	:	PGDBM
SEMESTER	:	II
SUBJECT TITLE	:	Search Marketing
PAPER NO.	:	27

Course content:

Topics/Sub-topics	
How Search Engine Work, Google's Algorithms, Multi-lingual search marketing, local search optimization, Classic SEO, On-Page, Off-Page Optimization techniques	
Advances Search Marketing techniques, Website Optimization, Landing Page Optimization, building search traffic	
Adwords, PPC, Display Marketing, Remarketing	
Search Marketing for top Marketplaces, Search Optimization for Amazon, Optimizing Search for Social Media	
Content Marketing	

PASSING PERFORMANCE GRADING :

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 – 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and SemesterEnd Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester- End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.




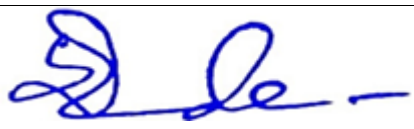


OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

University of Mumbai's
Garware Institute of Career Education and Development
Board of Studies – Committee members P. G. Diploma In Business Management
Held on 24th June, 2023 at 03.00 p.m.

Sr. No.	Name	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED Chairman – BOS	
2	Mr. Babul Saha Course Coordinator Member Secretary	
3	H Ganapati Industry Experts	
4	Vidula Deo Industry Experts	
5	Dr. Sunder Rajdeep, Head, Department of Communication & Journalism, University of Mumbai. Subject Experts	
6	Ms. Nirmita Gupta, Subject Experts	
7	Prof. Dr. Dharmesh Dhawankar Dept. of Mass Communication, Amravati Road Campus, Rashtrasant Tukdoji Maharaj University, Nagpur.	
8	Prof. Dr. Sudhir Bhatkar Dept. of Journalism & Mass Communication, Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon,	
9	Rubina Mohammad Subject Experts	
10	Saurabh Deshpande Subject Experts	
11	Smt. Shilpa Borkar, Placement Officer, UM-GICED	



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Appendix B

Justification for (P.G. Diploma in Business Management)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce a two year Full Time P.G.Diploma in Business Management .It will equip the students with necessary knowledge, skills, various methods, practices and techniques used in the management.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course was launched in the year 2009.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is two year (Four Semesters). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students.The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	Employment opportunities in Banks, Non Banking Financial Companies, Financial Advisor, Insurance Company, Supply Chain, Transport Companies, Export-Import Trade, Automobile Retail Sales, Product Marketing, HR Consultants, Out-sourcing firms, Sales Organizations, Channel Management, Distribution, Advertisement and Corporate Communication Departments, Market Research Companies



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