

Post Graduate Certificate in Management (Entrepreneurship Development) PGCM (ED)

PROGRAMME CURRICULUM

Semester I

Principles and practices of management

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

Management accounting

1. Introduction To Accounting
2. Basics of Financial Accounting
3. Process of Accounting
4. Cost Accountancy (Basic Concepts and Principles)
5. Elements of Costs
6. Material Costs
7. Labour Costs
8. Overhead Costs
9. Marginal Costing
10. Budgetary Control
11. Standard Costing

Marketing Management

1. Basic Concepts of Marketing
2. The Marketing Environment
3. Market Oriented Strategic Planning
4. Competition and Competitive Strategy
5. Market Research and Demand Forecasting
6. Consumer Behavior
7. Market Segmentation and Selecting Target Markets
8. Positioning
9. Product Concepts
10. Distribution Channels and Marketing of Services
11. Strategic Pricing
12. Integrated Marketing Communications (IMC)

Management Information Systems

1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services 4. Management and Decision Making
4. Information:
5. Decision Support System
6. System Analysis and Design
7. System Development
8. The Database Management System:
9. Data Warehousing and Data Mining:
10. Information Security and Control
11. Information Systems and Quality
12. Functional Applications
13. Applications in Service Sector

Entrepreneurship Development and Management

1. Introduction to Entrepreneurship
2. Business ideas
3. Development of a Business plan
4. Establishing a small scale enterprise
5. Functional strategies for new business
6. Overview of financial markets – Meaning and scope
7. Enterprise planning
8. Issues and challenges
9. Leadership
10. Human Resource Management
11. Venture capital and Private Equity
12. E-Commerce and E-Business
13. Logistics and Supply Chain Management (SCM)
14. Project Work

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PROGRAMME CURRICULUM

SEMESTER II

Sources of Fund

1. Startup Ecosystem in India and World
2. Policy and Institutional Infrastructure for Small Enterprises
3. Establishing the Small Scale Enterprises
4. Building Product, Talking to Users, and Growing
5. Preparation of Business Plan
6. Conventional Sources of Finance
7. Venture Capital and Private Equity
8. Managing Startup Risks
9. Government Schemes in India for Promoting Startup
10. Government and Banking Funding for Startup

Logistics & Distribution Management

1. Physical Distribution
2. Distribution Channels
3. Wholesaling
4. Retailing
5. Channel Power and Channel Conflict
6. Channel Design
7. Logistics Management
8. Inventory Management
9. Transportation
10. Packaging
11. Warehousing
12. Modern Concepts in Logistics

Risk Management

1. Introduction to Risk Management
2. Asset Liability Management in Banks
3. Managing Credit Risk
4. Managing Market Risk
5. Managing Liquidity Risk
6. Managing Interest Rate Risk
7. Managing Foreign Exchange Risk
8. Operational Risk Management
9. Derivatives in Banks and Risk Management Strategies
10. Enterprise-Wide Risk Management in Banks
11. The New Basel Accord: Implications for Banks and Latest Capital Adequacy Regulatory Guidelines

Introduction to Legal System

1. Concept of Law and Legal System
2. Sources and Development of Law
3. Administration of Justice and the Courts during British Period
4. Administration of Justice during Growth of Indian Federalism
5. Rule of Law, Independence of Judiciary and Separation of Power
6. Courts in India
7. Hierarchy of Courts in India and their Jurisdiction
8. Arbitration, Tribunal Adjudication and Alternate Dispute Resolution Mechanisms
9. Arbitration, Tribunal Adjudication and Alternate Dispute Resolution Mechanisms-Part II
10. Public Interest Litigation
11. Regulating Legal Profession and Ethics
12. Police System in India
13. Legal Aid and Advice
14. Prison System and Other Detention Institutions