



# **PODDAR**

## **BUSINESS SCHOOL**

**Nurturing Leaders of Tomorrow**

### **Information System Management (T301)**

#### **1. Course Overview: (write 300 words about the subject)**

Information System management is a part of business education that bridges the gap between computer science and well-known business disciplines such as finance, marketing, and management. Information system management represents a collection of technologies, people, and processes that manage the information and communication resources of an organization. In general terms, information systems encompass any interactions between organized data and people. MIS can be the means by which information is transmitted (such as the Internet), the software that displays the information (such as Microsoft Excel), or the systems that manage the data. In this course, students will learn about the components of management information systems and how to leverage them in business. They will acquire the basic knowledge and skills needed to effectively utilize information systems and technology in support of organizational strategy. Information Systems Management delves on the evolution, implementation and its advantages, providing comprehensive coverage of DSS as well as different modules-decision making process, components, classification, data models and designing of database systems. The right technology, processes, and people come together to solve problems utilizing new techniques and strategies. Information systems management comprises types and structure of information systems, role of information systems in business functions, emerging technologies, e-commerce, customer relationship management and discussion of the most common technological solutions used by firms to support different managerial and business activities

#### **2. Programme Outcomes (PGDM)**

- PO 1: Domain Knowledge.**  
(Domain specific overview and knowledge)
- PO 2: Critical Thinking and Problem Solving Skills.**  
(Apply knowledge of management theories and practices to solve business problems)
- PO 3: Communication Skills.**  
(Written, Verbal, Non-Verbal Communication and Presentation Skills)
- PO 4: Team Skills.**  
(Leadership and Team Skills by working effectively in Teams)
- PO 5: International Perspective.**  
(Issues related to global significance)
- PO 6: Sustainability Perspective.**  
(Impact of Business Practices on Business Environment and Society)



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### 3. Course Learning Outcomes

**CLO 1: (Outcome of Module I)** Students will learn about types and structure of information systems and role of information systems for decision making process.

**CLO 2: (Outcome of Module II)** Students will learn how to use information technology for attaining competitive advantage by integrating it with various business functions.

**CLO 3: (Outcome of Module III)** Students will learn about IT enabled services, virtual organisations, outsourcing and other functional information systems.

**CLO 4: (Outcome of Module IV)** Students will learn about models and approaches of decision support systems and web enabled computing as a strategic tool for businesses.

**CLO 5: (Outcome of Module V)** Students will learn about various enterprise management systems such as ERP, SCM, CRM, e-commerce and business process reengineering.

### 4. Assessment Tasks: (common for all subjects)

Assessment Item	Description	Weightage
Final Term Exams	Final Exams at the end of every trimester	40%
Group Project	Industrial Project / Live Project / Other Academic Project	20%
Individual Assignments	Subjective and Practical	20%
Quiz	Subjective / Business World	10%
Attendance / Class or College Participation / Presentations	Seminars, Case Discussions, GDs, Academic and Non-Academic Events	10%



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### **POST GRADUATE DIPLOMA IN MANAGEMENT**

#### **Course Structure**

##### **Trimester III**

**Paper Name & Code: Information System Management (T301)**

<b>Name of the Module</b>	<b>Contents of the Module</b>
Module I:	<ul style="list-style-type: none"><li>• Role of data &amp; information</li><li>• Types of Information systems &amp; System approach</li><li>• Structure of MIS</li><li>• MIS for planning, organizing and controlling</li><li>• Information for decision making</li></ul>
Module II:	<ul style="list-style-type: none"><li>• Use of IT for competitive advantage</li><li>• Resources and components of Information System</li><li>• Integration and automation of business functions and developing business models</li><li>• Role and advantages of Transaction Processing System, Management Information System, Expert Systems and</li><li>• Artificial Intelligence, Executive Support Systems and Strategic Information Systems.</li></ul>
Module III:	<ul style="list-style-type: none"><li>• Role of Internet and emerging technologies</li><li>• IT enabled services, virtual corporations,</li><li>• System Analysis and design</li><li>• Outsourcing, web enabled computing</li><li>• Functional information system – personnel, production, material, marketing</li></ul>
Module IV:	<ul style="list-style-type: none"><li>• Programmed &amp; non-programmed decisions</li><li>• Decision support system – Models &amp; approaches</li></ul>



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	<ul style="list-style-type: none"><li>• International information systems</li><li>• Web enabled computing as a strategic tool</li></ul>
Module V:	<ul style="list-style-type: none"><li>• Business process reengineering</li><li>• Enterprise Management System – ERP, SCM, CRM, E-Commerce</li><li>• IT Leadership</li><li>• Information system information system strategy</li></ul>

#### Reference Books:

1. Laudon K C and Laudon J P., RajanishDass., Management Information Systems: Managing the Digital Firms, Pearson.
2. Stair, Ralph. M. Reynolds, George. Reynolds, George. W., Principles of Information System. Cengage Learning.
3. Murdick, Ross & Claggett. Information Systems for Modern Management. Prentice Hall of India.
4. Jawadekar, W. S. & Dubey, S. S. Management Information System: Text and Cases. McGraw Hill Publication.
5. Rajaraman, V. Analysis & Design of Information System. Prentice Hall of India.

#### Prepared By

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### **Legal & Regulatory Framework (T302)**

#### **1. Course Overview: (write 300 words about the subject)**

Legal and Regulatory Framework is a very important part of business education that makes learners aware about various law related with businesses. It provides practical knowledge of legal issues to become more informed, sensitive and effective business leaders. It examines the role of the law on all aspects of business ownership and management. The legal environment includes various laws and regulations enacted, amended or repealed by the government, policies relating to licensing and approvals, policies related to foreign trade, strategies adopted by the government to improve the business ecosystem. The legal & regulatory environment that exists around a business includes statutory factors and legal forces that may influence its operations. It focuses on how organizations can achieve competitive advantage by reducing legal risk and using the law to create economic value, while also encouraging responsible conduct through a law. The legal environment provides the framework for the business to operate through processes that facilitate and regulate its activities. The business legal environment provides rules and regulations for the company which help in maintaining a Framework while operating in different contractual agreements, intellectual property rights, property rights, or any other. It covers formation and enforcement of contracts in business, agencies, intellectual property, consumer protection act, right to information act, etc.

#### **2. Programme Outcomes (PGDM)**

- PO 1: Domain Knowledge.**  
(Domain specific overview and knowledge)
- PO 2: Critical Thinking and Problem Solving Skills.**  
(Apply knowledge of management theories and practices to solve business problems)
- PO 3: Communication Skills.**  
(Written, Verbal, Non-Verbal Communication and Presentation Skills)
- PO 4: Team Skills.**  
(Leadership and Team Skills by working effectively in Teams)
- PO 5: International Perspective.**  
(Issues related to global significance)
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(Impact of Business Practices on Business Environment and Society)



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### 3. Course Learning Outcomes

**CLO 1: (Outcome of Module I)** Students will learn about different laws related to contract, consideration and arbitration.

**CLO 2: (Outcome of Module II)** Students will learn about company act and limited liability partnership act which are essential for the students of business and management.

**CLO 3: (Outcome of Module III)** Students will learn about consumer protection act and information technology act and their implementation in business.

**CLO 4: (Outcome of Module IV)** Students will learn about right of information act, its provisions, appeals, exemptions and penalties.

**CLO 5: (Outcome of Module V)** Students will learn about intellectual property rights which involves patents, copyrights, trademarks, etc.

### 4. Assessment Tasks: (common for all subjects)

Assessment Item	Description	Weightage
Final Term Exams	Final Exams at the end of every trimester	40%
Group Project	Industrial Project / Live Project / Other Academic Project	20%
Individual Assignments	Subjective and Practical	20%
Quiz	Subjective / Business World	10%
Attendance / Class or College Participation / Presentations	Seminars, Case Discussions, GDs, Academic and Non-Academic Events	10%



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### **POST GRADUATE DIPLOMA IN MANAGEMENT**

#### **Course Structure**

##### **Trimester III**

**Paper Name & Code: Legal & Regulatory Framework (T302)**

<b>Name of the Module</b>	<b>Contents of the Module</b>
Module I:	<ul style="list-style-type: none"><li>• Definition, Nature, and types of contracts. Essentials of a valid contract.</li><li>• Consideration and essentials of consideration. Free Consent. Legality and Validity of Contracts. Discharge of contracts.</li><li>• Arbitration: Meaning, Essential and Effects. Conciliation: Meaning, Procedure, and Effect.</li></ul>
Module II:	<ul style="list-style-type: none"><li>• The Companies Act 2013: Meaning and types, Incorporation, Memorandum &amp; Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.</li><li>• The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners &amp; their relations, extent and limitation of liability.</li></ul>
Module III:	<ul style="list-style-type: none"><li>• Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.</li><li>• The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public</li></ul>



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	<p>authority; obligations of public authorities, requesting information and functions of PIO.</p> <ul style="list-style-type: none"><li>• Information Technology Act 2000: The rationale behind the act, Digital signature and Electronic signature, Electronic Governance</li></ul>
Module IV:	<ul style="list-style-type: none"><li>• Right to Information Act, 2005- Definitions; Right to information; Obligations of public authorities; Request for obtaining information; Disposal of request;</li><li>• Exemption from disclosure of information; Grounds for rejection to access in certain cases;</li><li>• Severability; Central information commission- its constitution, term of office, Conditions of service and removal; Powers and functions of information commissions; Appeals and penalties.</li></ul>
Module V:	<ul style="list-style-type: none"><li>• IPR: Types of IPR, overview, and definitions. Patents and Patentability, working of patent and compulsory license, infringement.</li><li>• Meaning of copyright, ownership and assignment, licenses, Infringement. Meaning of Trademark, grounds of registration, infringement and passing off, assignment of trademark, collective trademark, certification marks.</li><li>• Definition of design, the difference between copyright and design, Piracy of registered design.</li><li>• Trade secrets, meaning, and essentials. Advantages and disadvantages of trade secrets.</li></ul>

#### Reference Books:

1. Kapoor G.K., Suri A. P. Corporate Laws, Taxmann Publications, Third Edition.





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2. Justin Paul, Business Environment Text & Cases, Tata McGraw Hill Publishing Co. Ltd., Fourth Edition.
3. Francis Cherunillam, Business Environment-Text and Cases, Himalaya Publishing House, Twelfth Edition.
4. A Comparative Study of Companies Act 2013 with Rules and Companies Act 1956 with Rules (2014)
5. Corporate Laws, The Companies Act 2013, Lexis-Nexis

### **Prepared By**

  
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### **Approved By**

  
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Director, P & D





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### **Managing Business Venture (T303)**

#### **1. Course Overview: (write 300 words about the subject)**

Managing business venture is a very part of business education that teaches students to understand about creating space for business ventures. This course make students think creatively and test their creative skills towards starting an entrepreneurial venture. This course offers the skills and training required for refining business acumen along with providing them with tools and methods of business innovation and expansion. The goals of this course are to inspire students and help them to develop an entrepreneurial mind-set. The students will learn what entrepreneurship is and how it has impacted the society and the whole world. They will be introduced to various concept of entrepreneurship, managing business ventures, role of various institution in supporting entrepreneurial activities and financial schemes offered by the government. The students will be trained to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur and managing their own business venture. It offers specific entrepreneurial knowledge or skill requirement such as creative thinking, communication, risk taking, and resilience and helping them become career ready, whether it is entrepreneurship or any other career. This course allows the students to identify potential business opportunities, determinants of constituting a feasible business model and making business venture successful in fast changing industrial scenario.

#### **2. Programme Outcomes (PGDM)**

- PO 1: Domain Knowledge.**  
(Domain specific overview and knowledge)
- PO 2: Critical Thinking and Problem Solving Skills.**  
(Apply knowledge of management theories and practices to solve business problems)
- PO 3: Communication Skills.**  
(Written, Verbal, Non-Verbal Communication and Presentation Skills)
- PO 4: Team Skills.**  
(Leadership and Team Skills by working effectively in Teams)
- PO 5: International Perspective.**  
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### 3. Course Learning Outcomes

**CLO 1: (Outcome of Module I)** Students will learn about entrepreneurship, types of entrepreneurship and role of entrepreneurship in economic development.

**CLO 2: (Outcome of Module II)** Students will learn how to identify new opportunities for a business venture, feasibility and viability analysis for it.

**CLO 3: (Outcome of Module III)** Students will learn about corporate and social entrepreneurship and different form of entrepreneurship along with their advantages and disadvantages.

**CLO 4: (Outcome of Module IV)** Students will learn about how government agencies are supporting entrepreneurship and various institution related to it.

**CLO 5: (Outcome of Module V)** Students will learn about acquiring funding from various sources such as angel investors, crowd funding, govt grants, subsidies, etc.

### 4. Assessment Tasks: (common for all subjects)

Assessment Item	Description	Weightage
Final Term Exams	Final Exams at the end of every trimester	40%
Group Project	Industrial Project / Live Project / Other Academic Project	20%
Individual Assignments	Subjective and Practical	20%
Quiz	Subjective / Business World	10%
Attendance / Class or College Participation / Presentations	Seminars, Case Discussions, GDs, Academic and Non-Academic Events	10%



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### **POST GRADUATE DIPLOMA IN MANAGEMENT**

#### **Course Structure**

##### **Trimester III**

**Paper Name & Code: Managing Business Venture (T303)**

<b>Name of the Module</b>	<b>Contents of the Module</b>
Module I:	<ul style="list-style-type: none"><li>• Entrepreneurship: Concept, Types of Entrepreneurship, knowledge and skills requirement</li><li>• Characteristic of successful entrepreneurs;</li><li>• role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship,</li><li>• Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager,</li></ul>
Module II:	<ul style="list-style-type: none"><li>• Recognizing Opportunities and Generating Ideas, Entry strategies: New product, Franchising, Buying an existing firm, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise evaluation checklist,</li><li>• Feasibility Analysis : Marketing, Technical and Financial Feasibility analysis, Industry and Competitor Analysis,</li><li>• Assessing a New Venture's Financial Strength and Viability, Writing a Business Plan, Developing an Effective Business Model</li></ul>
Module III:	<ul style="list-style-type: none"><li>• Preparing the Proper Ethical and Legal Foundation, Building a New-Venture</li></ul>





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	<p>Team, Leadership;</p> <ul style="list-style-type: none"> <li>• Corporate Entrepreneurship, Social Entrepreneurship, Strategic planning for business; Steps in strategic planning,</li> <li>• Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages.</li> </ul>
Module IV:	<ul style="list-style-type: none"> <li>• Institutional Assistance, Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship &amp; Small Business, Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Role of SIDBI.</li> </ul>
Module V:	<ul style="list-style-type: none"> <li>• Financing entrepreneurial ventures; Managing growth; Valuation of a new company;</li> <li>• Harvesting and Exit Strategies; Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions,</li> <li>• Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Bootstrapping, Business Incubators, Government grants and Subsidies.</li> <li>• Financial schemes offered by various financial institutions and study of Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture, rules and regulations governing</li> </ul>



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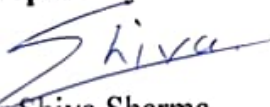
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	support by these institutions.
	• Compulsory Business Proposal Project submission

### Reference Books:

1. Rajeev Roy, Entrepreneurship, Oxford University Press, Second Edition.
2. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, First Edition.
3. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, Eleventh Edition.
4. Kumar Arya, "Entrepreneurship: Creating and Leading an Entrepreneurial Organization", Pearson Education, First Edition.
5. Longenecker, Moore Pettr. Small Business Management An Entrepreneurial Emphasis. Thomson/South Western.

### Prepare By

  
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Prof. Devendra Sharma  
Director





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### **Research Methods (T304)**

#### **1. Course Overview: (write 300 words about the subject)**

Research methodology refers to the overarching strategy and rationale of your research project. It involves studying the methods used in your field and the theories or principles behind them, in order to develop an approach that matches your objectives. This course teaches how to formulate a research problem and how to design a research. It also covers how to sample data for research, collect and process the data and how to analyse and present it. 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. The course of research methods addresses the issues inherent in selecting a research problem and discusses the tools and techniques to be employed in completing a research project. This course mainly addresses the key elements of the process of research: identifying and formulating a research problem, writing an introduction, stating a purpose for the study, identifying research questions and hypotheses, and advancing methods and procedures for data collection and analysis. The current course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare students for carrying out their research projects in their respective areas of specialization.

#### **2. Programme Outcomes (PGDM)**

**PO 1: Domain Knowledge.**

(Domain specific overview and knowledge)

**PO 2: Critical Thinking and Problem Solving Skills.**

(Apply knowledge of management theories and practices to solve business problems)

**PO 3: Communication Skills.**

(Written, Verbal, Non-Verbal Communication and Presentation Skills)

**PO 4: Team Skills.**

(Leadership and Team Skills by working effectively in Teams)

**PO 5: International Perspective.**

(Issues related to global significance)

**PO 6: Sustainability Perspective.**

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### 3. Course Learning Outcomes

**CLO 1: (Outcome of Module I)** Students will learn about basics of business research, its application and the research process.

**CLO 2: (Outcome of Module II)** Students will learn about types of research design, its need and features and research methodology.

**CLO 3: (Outcome of Module III)** Students will learn about types of data and data collection methods, scaling and designing a questionnaire for research.

**CLO 4: (Outcome of Module IV)** Students will learn about various parametric and non-parametric tests, SPSS and other statistical packages.

**CLO 5: (Outcome of Module V)** Students will learn about how to interpret data in a research, types of report, report writing, etc.

### 4. Assessment Tasks: (common for all subjects)

Assessment Item	Description	Weightage
Final Term Exams	Final Exams at the end of every trimester	40%
Group Project	Industrial Project / Live Project / Other Academic Project	20%
Individual Assignments	Subjective and Practical	20%
Quiz	Subjective / Business World	10%
Attendance / Class or College Participation / Presentations	Seminars, Case Discussions, GDs, Academic and Non-Academic Events	10%





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### **POST GRADUATE DIPLOMA IN MANAGEMENT**

#### **Course Structure**

##### **Trimester III**

##### **Paper Name & Code: Research Methods (T304)**

<b>Name of the Module</b>	<b>Contents of the Module</b>
Module I:	<ul style="list-style-type: none"><li>• Nature and scope of business research – Role of Business Research in decision making</li><li>• Applications of business research</li><li>• Types of research</li><li>• The Research process – Steps in the research process</li></ul>
Module II:	<ul style="list-style-type: none"><li>• Research Design</li><li>• Need and features of research design</li><li>• Different research designs</li><li>• Research Methodology</li></ul>
Module III:	<ul style="list-style-type: none"><li>• Types of Data and data collection</li><li>• Measurement and scaling</li><li>• Scaling Techniques</li><li>• Questionnaire Design</li></ul>
Module IV:	<ul style="list-style-type: none"><li>• Sampling Design &amp; Techniques</li><li>• Data Analysis – Parametric and non-parametric test, Factor Analysis, Discriminant Analysis, Conjoint Analysis</li><li>• SPSS and other statistical packages</li></ul>
Module V:	<ul style="list-style-type: none"><li>• Data Interpretation</li><li>• Report writing</li><li>• Types and layouts of reports</li><li>• Writing a research proposal</li></ul>

#### **Reference Books:**

1. Cooper, Donald. Schindler, R. and Pamela, S. Business Research Methods. McGraw-Hill.



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2. Bryman. Business Research Methods. Oxford University Press.
3. Kothari, C. R. Research Methodology Methods & Techniques. New Age International Publishers.
4. Panneerselvam, R. Research Methodology. PHI Learning Pvt. Ltd.
5. Jackson, S. L. Research Methods and Statistics: A Critical Thinking Approach. Wadsworth Publishing Co Inc.

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