

# 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. Process of Accounting
3. Introduction to Management Accounting
4. Basics of Costing & Activity Based Costing
5. Marginal Costing
6. Applications of Marginal Costing in Short Term Decision Making
7. Transfer Pricing
8. Standard Costing & Variance analysis
9. Forecasting, Budgeting & Budgetary Control
10. Divisional Performance Measurement
11. Responsibility Accounting

#### 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
5. Information
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System:
10. Data Warehousing and Data Mining:
11. Information Security and Control
12. Information Systems and Quality
13. Functional Applications
14. Applications in Service Sector

#### Entrepreneurship Development and Management

1. Introduction to Entrepreneurship
2. Business Ideas
3. Developing a Business Plan
4. Establishing a Small-Scale Enterprise
5. Functional Strategies for a new business
6. Enterprise Planning
7. Issues and Challenges
8. Human Resource Management
9. E-Commerce and E-Business

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

## 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. The concept of risk
2. Types and sources of risk
3. A risk management framework
4. Risk measurement tools and techniques
5. Identifying and analysing interest rate risk
6. Identifying and assessing foreign exchange risk
7. Identifying and analysing liquidity risk
8. Credit and counterparty risk
9. Commodity price risk
10. Other risk issues

#### 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 & Alternate Dispute Resolution Mechanisms-Part I
9. Arbitration, Tribunal Adjudication & 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