



POST- GRADUATE MANAGEMENT DIPLOMA PROGRAMS
FACULTY OF COMMERCE
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
 Deep Ashwinbhai Patel Centre for Post Graduate Studies
 Opp: The M.S.University Main Office, Fatehgunj,
 Vadodara (Gujarat) 390 002. India
 Ph. (O) 2974339

PG MANAGEMENT DIPLOMA PROGRAMS OF THE
DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT
AT A GLANCE [W.E.F. ACADEMIC YEAR 2011-2012]

<p>PG Diploma in Services Management [PGDSM]</p>	<p>Paper I – Principles of Management: 100 Marks</p> <p>Paper II – Quantitative Techniques: 100 Marks</p> <p>Paper III – Principles of Marketing Management: 100 Marks</p> <p>Paper IV – Consumer Behaviour: 100 Marks</p> <p>Project Report Submission & Presentation: 50 Marks</p>	<p>SEMESTER-I</p>
<p>PG Diploma in Services Management [PGDSM]</p>	<p>Paper V – Management and Marketing of Services: I: Principles of Management in Bank Services: Marketing of Bank Services 100 Marks</p> <p>Paper VI – Management and Marketing of Services: II Insurance Services & Hospitality Services: 100 Marks</p> <p>Paper VII – Legal Issues in Services Industry : 100 Marks</p> <p>Paper VIII Case Studies: 100 Marks</p> <p>Project Work: 100 Marks & Viva-voce Examinations: 50 Marks</p> <p>The Diploma Will Have Total Weightage of 1000 Marks.</p>	<p>SEMESTER-II</p>



SYLLABUS

P.G.DIPLOMA IN SERVICE MANAGEMENT [PGDSM]

SEMESTER-I

PRINCIPLES OF MANAGEMENT

PAPER – I

INTRODUCTION TO MANAGEMENT

- Meaning, Definition and Nature of Management, External Environment of Business, Social Responsibility of Business (Concept, Response towards various parties) Henri Fayol's Principles of Administration, Roles and Skills, Level of Manager, Broad outline of Managerial functions

PLANNING AND CONTROL

- Planning: Meaning and nature, Steps in Planning, Types of Plans, Limits to Planning
- Control – Meaning, Basic Control Process - Requirements for adequate control - Control Techniques

ORGANISATION

- Organizing: Meaning and Steps, Types of Organizational Structure (Concept only): Line functional, Line and Staff conflicts, Committee, Matrix
- Delegation: Meaning and Steps (Elements), Principles and Barriers.
- Span of Management: Meaning and Factors

ORGANIZATIONAL BEHAVIOUR

- Meaning of OB, Hawthorne Experiments (Brief explanation of the purposes, contents and findings of each experiment) Contributions of Hawthorne Experiments
- Motivation: Meaning, Process, Theories of (Maslow and Herzberg), Explanation and Comparison
- Perception: Meaning, Factors influencing Perception (Perceiver, Target, Situation) Perceptual Defects

LEARNING

- Meaning, Conditioning, Reinforcement, Classical & Operant Conditioning – Reinforcement Schedules (Elementary discussion of fixed and variable Ratio schedules) Positive, Negative, Reinforcement, Punishment
- Decision Making: Concept and Process, Types

COMMUNICATION & PERCEPTION

- Communication: Meaning, Process, Barriers
- Leadership: Meaning & Nature, Theories (Trait Behavioural and situational approach)
- Leadership Styles (Autocratic, Participative – Free rein leadership)

REFERENCE BOOKS:

- Principles & Practices of Management – L. M. Prasad
- Essentials of Management – Koontz & Weihrich
- Management – Stoner



QUANTITATIVE TECHNIQUES

PAPER – II

An overview of Quantitative Techniques OR

- Elementary techniques of descriptive statistics
- Introduction of Inductive Statistics by means of various sampling schemes.
- Multiple & Partial Correction
- Multiple Regression

Statistical Inference

- Testing of Hypothesis – I (Normal / Large sample test)
- Testing of Hypothesis – II (F, t , X^2 tests)
- Probability Theory & Theoretical Probability Distributions
- Queering Theory
- Constrained optimization Techniques
- Formulation & Solution of LPP
- (Transportation Problems), Assignment Problems,
Travelling Salesman Problem

Networking Analysis

- Sequencing, Inventory
- Game Theory
- Decision Theory (Various Criteria)

REFERNCE BOOKS:

- Operations Research – S. P. Sharma
- Operations Research – Kanti Swarup
- Operations Research – P. K. Gupta, Manmohan
- Business Statistics – S. Saha
- Operations Research – Lewin & Rubin
- Operations Research – N. D. Vohra



PRINCIPLES OF MARKETING MANAGEMENT

PAPER – III

- **Introduction to Marketing Management**

- Role of Marketing function and Marketing Environment in India – Core concepts of Marketing – Marketing Philosophies

- **Market Segmentation**

Targeting and Positioning – Need for market – Segmentation – bases of segmentation – Market Targeting – Modvet / brand positioning strategy

- **Consumer Behaviour**

Meaning – factors influencing consumer Behaviour – Buying decision process

- **Strategic Marketing Planning**

Meaning – process of strategic marketing planning – BCG & GE Approach

- **Analysis of Marketing Opportunities**

Concept of Industry demand, Company demand – demand forecasting

- **Product Strategies**

Types of products – Product line decision – Brand decisions – Product Attributes & Quality, Product life cycle stage – New Product Development.

- **Pricing Strategies & Pricing Methods**

- **Promotion strategies**

Elements of promotional mix – Marketing Communication Process – Advertising decisions

- **Channel of Distribution**

Channel design decisions – Types of distribution channel, Criteria for channel selection

- **Basics of supply chain Management**

Introduction to SCM, Nature & Scope of SCM supply chain performance, capacity Management, outsourcing in supply chain management, supply chain drives & obstacles, Managing supply & demand, Managing Economies of scale in a supply chain, supply chain design, Development & evaluation, supply chain strategies, Implementation of SCM, Global SCM, Co-ordination in supply chain, case-studies

- **Customer Relationship Management:**

Introduction to customer Relationship Management the New Focus on customer loyalty, CRM & Business Intelligence from customer Acquisition to customer loyalty to optioning the customer experience from product to customer: Marketing Retrospective, Campaign Management, CRM Marketing Initiatives, Customer Privacy, The call center & customer care, sales force automation, CRM in e-business, Evolution of e-business, evolution of e-CRM, Partner's relationship Management, Analytical CRM, case studies. Planning the CRM Program, Defining the CRM Program, Defining CRM success, Preparing CRM business plan, understanding business processes, Integrating CRM with the Business Process

REFERNCE BOOKS:

- Marketing Management – Philip Kotler
- Fundamentals of Marketing – William J. Stanton
- Marketing Management – V. S. Ramaswamy & Namakumari
- Fundamental of Marketing – Stanton, Etzel Walker.



CONSUMER BEHAVIOUR

PAPER – IV:

- **Introduction to Consumer Behaviour**

Meaning and rational of consumer Behaviour – profile of Indian consumer – Consumer Behaviour as multi disciplinary approach – Socio-economic contribution of consumer behaviour – Consumer Behaviour as marketing discipline. Market Segmentation – Bases of segmentation – Criteria for segmentation – Targeting Strategies – Types of Marketing

- **Social Class and Consumer Behaviour**

What is social class – social class categories – The measurement of social class – social class mobility – social class and life stripe – Geo demographic clustering – The affluent and non-affluent consumer class. The family – Functions of the family – family decision making – Family roles – Dynamics of the husband wife decision making – Children, influence of T.V. viewing of children – The family life cycle

- **Consumer Needs And Motivation**

Meaning motivation process – positive and negative, rational v/s. emotional, conscious v/s. sub-conscious motivation, the dynamic nature of motivation - frustration – arousal of motives – motivation theories and its marketing implications (Maslow's Theory, Herzberg's Theory, Fruid's Theroy) The measurement of motives

- **Perception**

Meaning – perception, sensation – The absolute threshold, the differentials threshold (Concept of just noticeable difference with its marketing implication) – subliminal perception – The dynamics of perception (perceptual selection, organization and interpretation) – consumer imagery (product and service images, price, and quality images, retile image, manufacturer image) Brand image – perceived risk, types of perceived risk, How consumer handle risk

- **Learning And Consumer Involvement**

Meaning-elements of learning – classical conditioning theory – instrumental conditioning theory – cognitive learning theory

- **The Nature Of Consumer Attitudes**

Meaning, – The attitude “Object” – Attitudes are learned predisposition – Attitudes have consistency – Attitudes get influenced by situation – structural models of attitudes – Tricomponent attitude model – multi – attribute attitude model (Fishbein attitude – towards – object, attitude – toward – behaviour – Reasoned Action Theory

- **Consumer Decision Process**

EKB Model of buying decision process – Types of Behaviour based on involvement of the consumer and perceived brand differences. Diffusion of innovation – The diffusion process – The innovation – the channel of communication, the social system, time – The adoption process – stages in the adoption process – limitation of adoption process

REFERNCE BOOKS:

- Consumer Behaviour – Schiffman & kanuk
- Consumer Behaviour – Engel & Blackwell
- Consumer Behaviour – Lauden
- Consumer Behaviour & Marketing Strategy – Tetar
- Consumer Behaviour in Indian Perspective - S.R.Nair



P.G. DIPLOMA IN SERVICE MANAGEMENT [PGDSM]

SYLLABUS

SEMESTER-II

MANAGEMENT & MARKETING OF SERVICES-I

PAPER – V

(A) PRINCIPLES OF MANAGEMENT IN BANK SERVICES

- **Functions of Bank Management:**
- **Corporate Planning** – The nature and purpose of planning in Banks, Objectives, Policy, Strategic and operational planning, Decision Making
- **Organizing** – Organization Theory, Organization Plan, Design and Structure, Span of Management, Delegation of Authority & Responsibility, Centralization & Decentralization, Line & Staff relationships
- **Directing** – Principles of direction – A role theory , Leadership, Motivation, Communication, Managing change
- **Controlling** – Introduction, Management Information System in Banks, Productivity in Banks

(B) MARKETING OF BANK SERVICES

- **Introduction to Marketing and Key Concepts**
Marketing Planning – Bank Marketing and Marketing Mix – Bank Distribution – The Art of Customer Service as Applied to Banking
- **Customer Behaviour** –
Consumer and Market Segmentation – Marketing Research – Relationship Marketing – Competitive Analysis
- **Product Strategy**
The concept of Product/Service Delivery – Pricing Strategy and its Application in Banking – Different Types of Products and Key Variables
- **Promotion Strategy**
Selling and Organizing for Sales – Selling to Corporate Clients

REFERENCE BOOKS:

- Principles & Practice of Bank Management – P. Subba Rao
- Marketing of Banking Services – The Indian Institute of Bankers
- Practical Banking Advances – H. L. Bedi
- Financial Banking Advances-L. M. Bhole
- The Banking Regulation Act-R. B. Sethi
- Marketing of Financial Services-V. A. Avadhani
- Banking Theory and Practice-K. C. Shekhar



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MANAGEMENT & MARKETING OF SERVICES: II
PAPER – VI

(A) INSURANCE

An Overview of Insurance Industry

- Introduction
- Insurance Industry in India
- Historical Aspects
- Private Players in Market
- Legal and Economic Environment of insurance business
- Risk Management and Insurance
- Financial mechanics of life insurance
- Brand positioning of insurance industries
- Insurance Marketing

(B) Hospitality Services

- Marketing of Hospitality & Tourism Services
- Management and marketing of tourism in India
- Hospitality Marketing: A special case in services Marketing

REFERENCE BOOKS:

- Indian Insurance Industry – D.C. Srivastawa
- Fundamentals of Insurance – P.K.Gupta
- Marketing of Service – Dr. Venkata Ramana Vedula
- Marketing Insurance – G.N.Bajapai
- Insurance principles and practice – M.N.Mishra
- Modern Concepts of Insurance – M.N.Mishra
- Hospitality and Travel Marketing – Alstair M. Morrison
- Introduction to Hospitality Management – John R. Walker
- Marketing of Hospitality & Tourism – P. Kotler
- Hospitality & Tourism Marketing – Sunil Sharma
- Global Alliance in Tourism and Hospitality Management – John Crott, D.Bullais, R. March
- Welcome to Hospitality – an introduction – Kepe-sung chon, R.T.Sparrowe



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LEGAL ISSUES IN SERVICE INDUSTRIES

PAPER – VII

- Evolution of Service Sector / Role
- Laws – in Relation to Services / Service Sector
- Service Tax Laws
- Central Excise Laws
- Hospitality, Hotel Management, Travel & Tourism – Expenditure Tax
- Banking – Banking Regulatory Act 1949
- Insurance: Govt. Insurance Devt & Regulation Act.
- IRDAI – Indian Regulatory Development & Authority of Insurance
- Consumerism: Problem of consumer’s protection. Govt. and marketing. ISI, AG MARK, Public Distribution of essential commodities, the Indian Marketing Environment, Ethics in Marketing
- Banking Laws & Regulations: Overview of - Reserve Bank of India Act, Banking Regulation Act, Negotiable Instruments Acts, Cyber Laws Relation to Banking, International Banking laws, Contract Act, Limitation Act, Indian Stamp Act, Indian Registration Act, Sale of goods Act, Transfer of Property Act, Consumer Protection Act, Current Developments
- Insurance Laws & Regulations: Insurance Laws, Regulation of Insurance & IRDA, Laws on Transportation & Carriage of goods, Tax Laws, International Laws, WTO, other Laws

REFERNCE BOOKS:

- Important articles of constitution - Dr. J.N.Pandey
- Vicarious Liability of Master for the tortious act of his servants
 - Dr. R.K.Bangia
- Certain Provisions of Law of Contract
- Like formation of cont – discharge - breach, remedies for breach of contract sale of Goods Act - Mr. Mulla
- Certain provision of patent & trade marks Act – Mr. Agrawal
- Consumer Protection – Redressed machinery, Services covered under the Act – R.K.Bangia
- Industrial Laws – Major Aspects – M.P.Jain
- Environmental Laws – Human rights – Mr. Tiwari
- Information Technology Act – Penal provision – How far Act executed & implemented.



PRACTICAL STUDIES

PAPER – VIII

CASE STUDIES IN THE FOLLOWING AREAS:

- **Banking**
- **Insurance**
- **Education**
- **Entertainment**
- **Hospitality**
- **Tourism**
- **Healthcare & Hospitals**
- **Public Utility**
- **Non-profit organization**



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GUIDELINES FOR THE FIRST SEMESTER PROJECT REPORT SUBMISSION
(ACADEMIC YEAR: 2011-2012)

Dear Participants,

As you are aware, each of you shall be individually required to submit a Project Report Based on Secondary Data under the able guidance of Guide on any relevant topic of Management of non-technical nature relating to Subjects studied by you depending upon PG Management Diploma Program that is PGDBM or PGDMM as joined by you as the case may be.

The Project Report may be from any one of the following types:

- **A Comprehensive Case Study:**

It should be based on any one organization/ multifunctional area problem formulation, analysis and recommendations).

- **Inter-Organizational Study:**

It should be aimed at Inter-Organizational Comparison relating to management practices.

Kindly Read Very Carefully Following Points.

- The major objective of the submission of the 'Project Report Based on Secondary Data' is to develop your ability with regard to application of multidisciplinary concepts, tools and techniques to solve problems being faced by individuals in the Business Organizations.
- A good Project Report shall be always helpful in demonstrating your abilities and involvement especially in such professional PG Diploma Programs while facing interview for a job/promotion etc.
- The submission of the 'First Semester Project Report' is to be based on Secondary Data'
- You shall be therefore required to select the topic of the 'First Semester Project Report' in such a way that you can collect necessary Secondary Data on it in the First Semester.
- You shall be also required to select the 'Project Guide' for the timely submission of the 'First Semester Project Report'.
- The submission of the 'Second Semester Project Report' is to be based on the collection of both that is the Primary Data as well as the Secondary Data'.
- It is compulsory for each of the participant to prepare 'Project Report' in consultation and under the valuable guidance of Project Guider.
- You should therefore Select the 'Project Guide' and the topic of the 'First Semester Project Report' in such a way that you would be able to continue to work under the Guidance of the same 'Project Guide' as well as it would be possible for you to extend the 'Topic' in the 'Second Semester' and Collection of the primary Data would also become feasible to save your time and other resources.



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- It is compulsory for each participant to submit copy of “**Outline of Project Proposal**” in Specified Form (Enclosed herewith) duly signed by you and your Guide to the PG Diploma Office.
- **The “Outline of Project Proposal” must be duly signed and approved by Project Guide/Supervisor.**
- **The “Outline of Project Proposal” also must be countersigned by you.**
- Your Project Guide shall preferably be any one of our Visiting Faculty or Colleague of our Department of Commerce & Business Management **[Please Refer the List attached herewith for Academic Year 2011-2012].**
- You are permitted to select an External Project Guide [Who are other than Visiting Faculty or Teaching Faculty of the Department of Commerce & Business Management] from amongst Industry Professionals subject to fulfillment of following.
 - S/he must be least holding Masters’ Degree in Commerce/Management/Economics/E-Business obtained as a Regular Student [Excluding Distance Education & MBA offered By Franchisees] and having similar specialization that is Marketing/HRM/MIS/Finance/operations etc.
 - S/he must be having minimum of with at least 5 years of working experience.
 - You will be required to submit bio-data in case of External Project Guide for necessary approval please well in advance to the office of the Course Director without fail.
- Your outline of the Project Proposal should clearly cover viz., A Brief Conceptual Introduction of the selected Topic of the Project Report; Objectives of the Project Work; Sources of Information; Significance of the Project Work; Structure of the Project Work[Chapterisation Scheme]; Limitations of the Proposed Project Work, and Selected References
- The Project Report must be submitted in A-4 Size, (29×20cm) in a Spiral or Hard bound Volume.
- The length of the Project Report shall be about 60 to 75 double spaced computerized Print out Pages on a single side only.
- The Font Size shall be preferably of 12[Major Heads] or 11 [Sub-Heads and Paras] in Times Roman Letters.
- You are advised to prepare minimum of the three number copies.
- You shall be required to submit only **One Hard Copy** and also a **Soft Copy (CD)** of Project Report in the PG Management Program’s Administrative Office [G-1].
- The other two copies will be one for your Project Guide, and the Second Copy will be participant’s own copy which s/he needs to carry at the time of Presentations.



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- The Hard Copy and also a Soft Copy (CD) of Project Report must include Copy of the Research Proposal, and Certificate of Originality of the work carrying that the work undertaken by him/her is an original one, and it has not been submitted earlier either to this University or to any other institution for fulfillment of the requirement of a course of study.
 - **The Project Report must be signed and approved by Project Guide/Supervisor.**
 - **The Project Report must be countersigned by you.**
 - The Project Report once submitted will not be returned to the student.
- **You are advised to Refer following Illustrative list of Topics provided to serve as Guide line in selection of the Topic for Submission of the ‘Project Report’ in the First Semester.**

Organizational Change, Organizational Structure; Personnel Policies & Practices; Organizational Compensation Plans & Practices; Managerial Participation of Employees; Organizational Climate & leadership Studies; Organizational Stress; Organizational Effectiveness; Employee-Management Relations; Recruitment & Selection Process; Employees’ Satisfaction Measurement Studies; Employee Loyalty Studies; Employees’ Job Satisfaction; Employees’ Mental Health Studies; Employee Welfare Activities; Performance Appraisal Systems; Performance Measurement Systems; Attrition & Retention Strategies; HRM Practices; HRD Strategies; Training & Executive Development Strategies; Value Chain Management; Motivational Practices; Financial Incentives; Quality Management; Organizational Restructuring & Turn Around Management; TQM;MIS; Entrepreneurship Studies ,Training & Development Programs; Staff Welfare Schemes; Inventory Management ; Mutual Funds; Banking Services; Attrition and Retention of Employees in an organization; Market Share Analysis; Recruitment & Selection Procedures; HRM Practices; Production Planning System & Aggregate Planning and Master Production Scheduling of an organization; Dividend Policies; Personnel Policies; TQM; Industrial Sickness; Motivation; Mental Health of Employees; Retail Consumer Financing; Factors Affecting Organizational Structure; Trade Credit Management ; Government Policy for Export-Oriented Units; Performance of State Electricity Boards; Bank Financing, Women Entrepreneurs; Strategic HRM Strategies; HRD as a Tool for Managerial Effectiveness; Planning and Identifying HRD Interventions; Organization Restructuring: Strategies and Action; Enhancing Value Chain through Technology Development; Significance of Motivational Practices In Management of Human Resources; Urban Transportation Crisis; Mutual Fund Companies; Outsourcing; Housing Finance Companies; Advertisement Campaigns

- **You can choose from amongst following Products/Services to submit Project Report” based on Secondary Data in the First Semester.**

Financial Products; Insurance Products; Consumer Financing Services; Investments Products; Pension Plans; FMCG Products; Mobile Phones; Fashion Products; Life Style Products; Watches; Clothing; Two-Wheelers; Four Wheelers; Toilet Soaps; Detergents; Shampoos; Personal Care Products; Beauty Care Products; Physical Fitness Products; Credit Cards; ATMs; Newspapers; Magazines; Internet; Search Engines etc.



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Mobile Phone Services; FM Radios; Financial Services; Banking Services; Investment Services; Insurance Services; Entertainment Services; Leisure Services; Infrastructure Services; E-commerce Services; ICT Services; ITESs; Public Utilities/ Services] aimed at viz., Measurement of Awareness, Customers' Satisfaction; CRM Practices; Buying Behaviour; Buying Habits; Buying Behaviour in Different Format of Organized Retailing; Tele-Shopping; Life Style Marketing; Marketing Mix Strategies; Measurement of Company's Marketing (or) Business Orientations; Media Habits; TV Viewing Behaviour; Radio Listening Habits; Advertising Campaigns; Advertising Appeals; Advertising Medias; Sales Promotion Schemes; Market Share Analysis; Profitability Analysis; MKIS etc.

For any other query/ assistance, you may contact the Course Director in person.

With Best Wishes,

From:

PROFESSOR PARIMAL H. VYAS
COURSE DIRECTOR



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PROFORMA FOR APPROVAL OF TOPIC OF PROJECT REPORT SUBMISSION
[FIRST SEMESTER REPORT 2011-2012]

Course: PGDBM _____ PGDMM _____ PGDSHRM _____ Roll No.: _____

Name: _____

Address for

Communication: _____

Contact Phone Nos. : _____ (R) _____ (M) _____

E-Mail Address: _____

Educational Qualifications (in Brief): _____

Are you Employed: Yes ___ No ___ (If Yes, please Answer Following)

Designation: _____

Contact Numbers (O) _____ (R) _____ (M) _____

Address of Your Office:

TOPIC OF REPORT SUBMISSION:

(Note: You must Attach Copy of A Brief outline of Project Proposal Duly Signed by you and Guide without fail).

Name of Project Guide: _____

(Note: You must Attach Copy of Biodata of Your Guide if S/he is not a Visiting Faculty Member or a Teaching faculty Member of the MSU, Baroda)

Date: _____ (Signature of Guide)

(Signature of Student)

Date: _____

(PROFESSOR PARIMAL H. VYAS)
COURSE DIRECTOR



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PGMDP/

Date:

FROM:

PROFESSOR PARIMAL H. VYAS

HEAD OF THE DEPARTMENT AND COURSE DIRECTOR

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

Sir,

GREETINGS FROM THE FACULTY OF COMMERCE, THE M S UNIVERSITY OF BARODA!

We are pleased to share with you that the Department of Commerce And Business Management was set up along with establishment of the Faculty of Commerce in the year 1949 and in the year 1959, it began to offer 'Courses in Management' as a Core Field of Study in imparting of Management education to Students and Working People.

At present, we offer specialization in the Subjects "Marketing Management" and "Human Resource Management" in B Com and M Com Courses. The Department also conducts Post-Graduate Diploma in Business Administration (Under Higher Payment Unit) for fresh Graduates (B Com/BBA).

You would be pleased to note that we also offer various other Post-Graduate Management Diploma Courses viz. Business Management (PGDBM), Marketing Management (PGDMM), Strategic Human Resource Management (PGDSHRM), and also Services Management (PGDSM) for Self-Employed professionals, Working People and Young Job Aspirants.

These courses are being taught by us using pedagogical tools like Role Play, Case Studies and, Business Games for enhancing interpersonal, communication and human relations skills of our students.

It gives me great pleasure to issue this "Recommendation Letter" to one of our bonafide Participant who is pursuing PGDBM/PGDMM/PGDSHRM in the Academic year 2011-2012.

He/She* is required to submit his/her Project Report** as an Academic Requirement of Post-Graduate Management Diploma Program.



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The Required Details for your ready reference is as follows.

NAME: _____

TOPIC OF THE PROJECT:

As part of our Academic Curriculum, our participant has decided to visit your reputed organization to collect data and other necessary information and also to interact with your executives to gain firsthand experience about issues relating to management to submit and to present before us a 'Comprehensive Project Report' solely as an academic exercise.

We take this opportunity to place a word of special request to you to grant our enlighten participant necessary permission and also for extending full support and kind cooperation as required by them to facilitate their learning.

We assure you that the copy of Project Report will be submitted to you for your perusal.

Looking forward for positive and prompt feedback.

Thanking you, we remain,

Yours truly,

(Professor [Dr]. Parimal H. Vyas) (Signature of Project Guide) (Signature of Participant)
Head of the Department
&
Course Director

To,



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GUIDELINES FOR PROJECT REPORT: SECOND SEMESTER: 2011-2012

Dear Participants,

As you are aware, you are required to prepare and submit a ‘Project Report’ desirably and essentially based on ‘Primary Data’ and supported with ‘Field Work’.

- The selection of a topic of the ‘Project Report’ must be related to your PG Diploma Course being pursued by you.
- You should approach preferably Hon. Visiting Faculty to work as your “Project Guide. You may contact other faculty members of the Department and or Faculty Members of the Faculty of Commerce and or of the MSU to help you by providing required Project Guidance.
- You can choose an External Project Guide/Supervisor among Industry Professionals holding Masters’ degree in Management or allied discipline (passed as a Regular Course) and having similar specialization (Marketing/HRM/MIS) with at least 5 years of experience. You must submit bio-data in case of External Project Guide/Supervisor for approval well- in -advance without fail.

→ ***The last date of submission of Submission of Project Report Based on Primary Data [HARD COPY +CD] shall be notified on the College Notice Board.***

→ ***You will also be required to submit ‘A Brief Project Report Proposal’ duly signed by you and your Project Guide consisting of following on or before the Notified Date without fail.***

Proforma for Submission of Project Proposal must consist of following without fail

- Rationale of the Research Study
- Objectives of the Research Study
- Scope & Coverage of the Research Study
- Hypotheses of the Research Study [Optional]
- Research Design of the Research Study
- Research Methodology [It shall include following].
- ✓ Sources of Information:
- ✓ Secondary Data:[Sources]
- ✓ Primary Data:[Methods & Research Instruments to be used]
- ✓ Sampling Decisions (A Sampling Frame, A Representative Sampling Unit, Sampling Design/ approach & Sampling Method, Sampling Media, Sample Size)
 - Data Analysis & interpretation
 - Significance of the Research Study;
 - Contribution to Knowledge
 - Limitations of the Research Study if any,



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Deep Ashwinbhai Patel Centre for Post Graduate Studies
Opp: The M.S.University Main Office, Fatehgunj,
Vadodara (Gujarat) 390 002. India
Ph. (O) 2974339

Please keep in mind following important points.

- ✓ The Project Report should be submitted in A-4 Size, (29×20cm) in a **Spiral Bound Volume**.
- ✓ The Project Report **must** include approved copy in original of 'A Brief Project Report Proposal' and Certificate of originality of the work to be signed and approved by Project Guide/Supervisor and to be countersigned by the participant.
- ✓ *You would be required to submit* a "Certificate of Originality" carrying that the work undertaken by him/her is an original one and has not been submitted earlier either to this University or to any other institution for fulfillment of the requirement of a course of study.
- ✓ The length of the project report shall be about 100 double spaced computerized prints out pages.
- ✓ The Font Size shall be preferably of 12 for Major Heading and of 11 for sub heads and other lines in Times Roman Letters.
- ✓ You should prepare minimum of the three copies but need to submit only one hard and also a Soft Copy (CD) of project Report to the Office of Course Director. The other two copies will be one for your Project Guide/Supervisor, and second will be your own copy which you shall require to carry at the time of Vive-Voce examination.
- ✓ The Project Report once submitted will not be returned to the student. It will be kept in the library of the department.
- ✓ For any other query/ assistance, you may contact the Course Director in person.
- ✓ It is advisable to submit the copy of 'Project Proposal' on or before the Notified Date duly signed by you and your Guide.



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You are herewith advised to go through following 'Illustrative List' of possible topics for submission of your 'Project Report'

A Consumer Response Study on Selected Products[Financial Products; Insurance Products; Consumer Financing Services; Logistic(or)Transportation-Related Investments Products; Pension Plans; FMCG Products; Mobile Phones; Fashion Products; Life Style Products; Watches; Clothing; Two-Wheelers; Four Wheelers; Toilet Soaps; Detergents; Shampoos; Personal Care Products; Beauty Care Products; Physical Fitness Products; Credit Cards; ATMs; Newspapers; Magazines; Internet; Search Engines;] and Services [Mobile Phone Services; FM Radios; Financial Services; Banking Services; Investment Services; Insurance Services; Entertainment Services; Leisure Services; Infrastructure Services; E-commerce Services; ICT Services; ITESs; Public Utilities/ Services] aimed at viz., Measurement of Awareness, Customers' Satisfaction; CRM Practices; Buying Behaviour; Buying Habits; Buying Behaviour in Different Format of Organized Retailing;; Tele-Shopping Experiences; Life Style Marketing Studies; Profiling Studies [With a focus either on Demographics, Psychographics]; Marketing Mix Strategies; Marketing Effectiveness Studies; Measurement of Company's Marketing (or) Business Orientations; Media Habits; TV Viewing Behaviour; Radio Listening Habits; Advertising Campaigns; Advertising Appeals; Advertising Medias; Evaluation of Sales Promotion

An Empirical Research Study Based on Secondary Data and or Employees' Opinions; Perceptions; Responses; Views of various Sectors viz., Private Sector-Corporate Sector-Co-operative Sector/Channel Members/Administrators/Students/Housewives/ Managers (or) Administrators of NGOs as well as Institutions[Schools/Colleges/ Universities]-Government Sector Employees; Not-For-Profit Organizations[Trusts] Responses of Selected Organization/ Business Unit/ Companies on viz; Managerial Practices. Managerial Policies; Organizational Change, Organizational Structure; Personnel Policies & Practices; Organizational Compensation Plans & Practices; Managerial Participation of Employees; Organizational Climate & leadership Studies; Organizational Stress; Organizational Effectiveness; Employee-Management Relations; Recruitment & Selection Process; Employees' Satisfaction Measurement Studies; Employee Loyalty Studies; Employees' Job Satisfaction Measurement Studies; Employees' Mental Health Studies; Employee Welfare Activities; Impact of Technology on Employees' Performances; Performance Measurement System; Attrition & Retention Strategies; HRM Practices; HRD Strategies; Training & Executive Development Strategies; Value Chain Management; Motivational Practices; Financial Incentives; Project Financing; Project Management; Quality Management; Organizational Restructuring & Turn Around Management; Mergers & Acquisition Studies; Working Capital Management; TQM;MIS; MKIS; Entrepreneurship Studies;

For any other query/ assistance, you may contact the Course Director in person or via e-mail at: parimalvyasmsubaroda@gmail.com

With Best Wishes,

From:

PROFESSOR PARIMAL H. VYAS
COURSE DIRECTOR



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PROFORMA FOR APPROVAL OF RESEARCH PROJECT PROPOSAL
[2nd Semester Project] (2011-2012)

Course: PGDBM _____ PGDMM _____ PGDSHRM _____

Name: _____

Roll No.: _____ Exam. Seat No. of 1st Semester: _____

Address for Communication:

Contact Phone Nos. : _____ (R) _____ (M)

E-Mail Address: _____

Educational Qualifications (in Brief):

Are you Employed: Yes _____ No _____ (If Yes, please Answer Following)

Designation: _____ Contact Nos. : _____ (O)

Address of Your Office:

Title of the Proposed Research Project:

(Note: Attach Research Proposal Duly Signed by you and Project Guide without fail).

Name of Project Guide: _____

(Note: Attach Copy of Bio-Data of Your Guide if s/he is an External Project Guide)

(Signature of Project Guide) (Signature of Student)

Date: _____ Date: _____

FOR OFFICE USE ONLY

PROJECT REPORT PROPOSAL	APPROVED	NOT APPROVED
PROJECT GUIDE	APPROVED	NOT APPROVED

(Course Director)

Date: _____