

**PANJAB UNIVERSITY, CHANDIGARH**

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR  
P.G. DIPLOMA IN PERSONNEL MANAGEMENT & LABOUR WELFARE FOR  
THE EXAMINATION OF 2011- 2012**

**Note:-**

### **SEMESTER-I**

DPM 301: Fundamentals of Labour Economics and Management

Time : 3 hours

Max Marks : 100

Ext. 70

Int. 30

Objective: The course is offered to acquaint and participant with the issue involved in the labour market and the conditions of working class and also to familiarize the students with the facets of organization management with special reference to Indian Score students.

**UN68T**

## REFERENCES:

Campbell R. Mc Connell and Stanley L Brue	Contemporary Labour Economics
Parmod Verma	Labour Economics and Industrial Relations
Non Bellante Mark Jackson	Labour Economics
K.N.Subramanian	Wages in India
C. Herbert G Hicks C Ray Gullet	Organisation theory and behaviour
Rye and Byors	Management theory and application
Koontz & Weirich	Essentials of Management
Koontz O Donnel & Weirich	Management
Peter, Drucker	Managerial Challenges in the 21 <sup>st</sup> Century
Stoner, Freeman & Gilbert	Management

## DPM 302: INDUSTRIAL SOCIOLOGY & PSYCHOLOGY

Time : 3 hours

Max Marks :100

Ext. 70

Int. 30

Objective : The Course aims at providing the participants with an understanding of the role of Industrial sociology and Psychology in management of human resources. The main emphasis would be given to apply aspects with reference to Indian Industrial Scene.

### UNIT I

Nature and Scope Relationship with Sociology and Industrial psychology Hawthorne Experimental and their significance. Factory Organisation: Industrial Bureaucracy: Formal and informal groups: Status System, Balance of social Power, 16(a)-16gnons



## UNIT IV

Organisational Dynamics: Organizational Communication, Organizational change. Conflict Management, Organizational Health Development, Organizational effectiveness.

### REFERENCES:

Stephon P. Robbins	Organizational Behaviour
Kieth Davis	Human Behaviour at Work : TMH
Hersey and Elanchard	Management of Organisational behaviour
UMA Sekaran	Organisational Behaviour : Text & Cases, TMH
Gary Desslar	Organisation, Theory: Intergrating Structure and Behaviour
M.G. Rao, Vagprao & R.S. Narayana	Organizational Behaviour – Text & Cases.

### DPM 304: HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to orient the future managers to the Concept of HRM, the functions of HR manger and the practices followed in India and abroad.

## UNIT I

### INTRODUCTION

- Nature, scope & significance of HRM, Objectives and Function of HRM.
- HRM and its environment. Role of Government and other Internal & External Forces and HRM.
- Relevance of HRM, HRM Policies Principles.
- Genesis, growth of HRM in India.
- Organisation of Human Resource Department
- Status and Strategic role of HR professional as a strategic partner.

### ACQUIRING HUMAN RESOURCES:

- Job Analysis and job description.
- human Resource Planning
- Recruitment, psy, testing, selection process and its Effectiveness.
- Interviewing

## **UNIT-II**



## **II SEMESTER**

### **DPM 306 : LABOUR LEGISLATION**

Time : 3 hours

Max Marks : 100

Ext. 70

Int. 30

Objective: The objective of the course is to enhance the participants understanding of Indian legal environment relevant to labour laws relating to emoluments and welfare. Emphasis would be given to the basic provision and cases law of various relevant Acts.

### **UNIT-I**

Legal regulation of employment conditions in India: -1390( )-275. Td (r)-7(e)-16(l)18(e)-16-130(e)4(n). 20(l)18((n)20(v)0(-16-7(o)-20(9)17.7(n)20(d)-20(i)18(a(9)13.68( )Tj /R8 ,( )-27926,(bj)18(e)8-42(9ga)-16(l)18(uo)-20(f)12(v (e)4(gF)(e)a30(t)-22(he)-16(n)2(v)0(a)-16of ,( )-27948( )-2750( )-2750( )Monf ,( )-20( )-279529 s(s)9( )-169-16



## **DPM 307: Management of Disciplinary Procedures & Practices**

## **UNIT-II**

Concept of Labour Welfare: Definition, Scope and objectives: Evolution of Labour Welfare Classification of Welfare Work. Welfare Work by various agencies, Labour Administration: The role of Labour welfare Officer.

### **BOOK RECOMMENDED**

Ahmad Ehrisham etc.

New Delhi, O.V.P., 1999

Punekar, Deodner, Sankaran

L.L.O.-1958

Deepak Bhatnagar

Social Security in developing Contries

Labour Welfare, Trade Unionism and Industrial Relations

Social Security- A Workers' education Manual

Labour Welfare & Social Security Legislation in India



## PANJAB UNIVERSITY, CHANDIGARH

### **OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR P.G. DIPLOMA IN INTERNATIONAL TRADE FOR THE EXAMINATION OF 2011-2012.**

**Note:-** Examination in each Subject will be of 3hrs. duration.

#### Instructions to the paper setter

Set 10 questions divided in 4 Units. Candidate to attempt 5 questions with atleast one question from each Unit.

#### **I SEMESTER**

DIT201	Fundamental of International Trade & Management	100
DIT202	International Business Environment	100
DIT203	International Marketing	100
DIT204	Management Accounting	100
DIT205	Workshop on I.T. & its Applications in Business	50

#### **II SEMESTER**

DIT206	Foreign trade Policy & Management	100
DIT 207	Foreign Trade Finance & Documentation	100
DIT208	Thrust Products & Marketing International Trade	100
DIT209	International Marketing Logistics	100
DIT210	Research Project*	50
DIT211	Comprehensive Viva**	50

- \*i) The participants are expected to finalize their topics of Research Project latest by 31<sup>st</sup> October.
- ii) Students should submit their project latest by 31<sup>st</sup> March.
- iii) The research project is to be evaluated by an external examiner which could be from the college/institute itself.
- \*\*iv) The comprehensive should be conducted within a fortnight of the completion of 2<sup>nd</sup> semester examinations.

## I SEMESTER

### DIT 201 FUNDAMENTALS OF INTERNATIONAL TRADE & MANAGEMENT

TIME: 3 hours

Max Marks: 100

Ext. 70

Int. 30

**Objective:** The objective of the course is to acquaint the students with the basic fundamentals of the theories of international trade & monetary and the facts of organisation and management with special reference to Indian context.

#### UNIT I

The pure theory of international trade: The theories of absolute advantage, comparative advantage and opportunity costs. Heckscher-ohlin theory of international trade, Factor-price equalization theorem. Empirical verification of the Heckscher-ohlin theory and Leontief paradox.

The gains from trade and their distribution- concepts of terms of trade; and offer curves. secular deterioration. Terms of trade hypothesis. The Theory and general equilibrium Analysis. Concept of optimum tariff. Elementary ideas on the theory of customs union political economy of non-trade liaison.

#### UNIT II

Balance of Payments: components of balance of payments. Equilibrium and disequilibrium in the balance of payment. Autonomous and Accommodating capital inflows. Process of automatic adjustment in the balance of payments through price, income and flexible exchange rates. Expenditure changing and expenditure policies for adjustment in the balance of payments. Flexible VS Fixed exchange rates, and the balance of payments, concept of foreign trade multiplier, its implications for developing areas. The international Monetary System: Past and present. Reform of the international monetary system from the point of view of developing countries.

Changes in the composition and direction of India's foreign trade. Rationale of trade reforms introduced in India since 1991. New export-import policy, WTO and its impact on the different sectors of the economy. Trade and economic growth.

#### UNIT III

Concept, Significance & Scope of Management. An introduction to Schools of Management Thought, Organisations and the need for Management (why study organizations and Management, Efficiency & Effectiveness), Management Process, Organizational Environments, Social Responsibility & Ethics. Planning: Nature and Process, Importance, Types of Plans, start Policies, Objectives, Planning Premises. Principles of Planning Decision Making. Making Planning Effective.

## UNIT IV

Organizing: Process of Organizing Principles, Organizational Design & Organizational Structure ‘ Types of Organizational Structure, Delegation of Authority Decentralization Centralization and Making Organizations Effective.

Communication- Process, Barriers and Breakdowns in Communications, Effective Communications.

Controlling : The system and process of controlling, Control techniques, control of overall performance. Ensuing Effective controlling.

### BOOKS RECOMMENDED:

B O Sodersfen	International Economy (Latest ed) 3 <sup>rd</sup> ed.
Dominick Salvator	International Economics (7 <sup>th</sup> ed.)
Paul R Krugman, Maurice Obstfeld	International Economics (Theory & Policy ) 5 <sup>th</sup> ed.
C Heerbert G Hicks C ray Guller	Organisation theory and behavior
Rue and Byors	Management theory and application
D.S. Pugh (edt.)	Organization theory: Selected readings
David Silverman	The theory of organization
Richard H Hall	Organization Structure, Process , and Outcomes
David Clutterback and Stuart Crainer	Makers of Management
Charles Handy	Understanding Organizations
Huczmsk, Andrez	Management of Gurus
Koontz & Weirich	Essentials of Management
Koontz O’ Donnel & Weirich	Management
Peter, Drucker	Managerial Challenges in the 21 <sup>st</sup> Century
Stoner, Freeman & Gilbert	Management

**DIT 202 outoc5jmRarentury**

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Homgren, Charles, Foster  
And datar et al.  
Khan M.V.& Jain P.K.

Cost Accounting-A Management Emphasis;  
Prentice Hall, New Delhi  
Management Accounting, Tata McGraw Hill,  
New Delhi.

Kaplan R.S. and Atkinson  
A.A.

Advanced Management Accounting, Prentice  
India, New Delhi.

## **DIT 205 WORKSHOP ON I.T. & ITS APPLICATIONS IN BUSINESS**

**Time 3 Hours**

**Max. Marks 50**

**Objective:**The aim of this course is to help students gain and awareness of computer technology and it's business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

### **UNIT-I**

Company set up-Company Information, Accounting information systems-the need for the control information systems. Normal sales and purchase ledger maintenance and reporting.

### **UNIT-II**

Stock control-tracking stock movements. Sales order processing and reporting. E-analysis of financial statements.

### **BOOK RECOMMENDED:**

G.E. Anders, C.R. schaber &  
R.D. Fish, Glencoe

Spreadsheet Accounting-Tutorial and  
Applications; McGraw Hill, 1995.

Microsoft Office 2000 Excel  
Technology, 2000.

Comprehensive, shelly Cashman, Course

D.H. Klooster & W.W.Allen 1991

Integrated Accounting-Using ACCP

## II SEMESTER

### DIT206 FOREIGN TRADE POLICY AND MANAGEMENT

Time: 3 Hours

Max. Marks 100

Ext. 70

Int. 30

**Objective :** The objective of this course is to acquaint the students with the specific policies related to foreign with specific reference to India.

#### UNIT-I

The trends in world trade direction and composition. India's foreign trade policy and performance in balance of trade. Export promotion and the institution set up. Deemed export convertibility.

#### UNIT-II

Instruments of export promotion. Export Assistance and measures- import facilities, duty drawback, tax concession, marketing Assistance, Role of state trading house, 100% export d mT1



**DIT 208 THRUST PRODUCTS & MARKETING INTERNATIONAL  
TRADE**

**Time : 3 Hours**

**Max. Marks 100**

**Ext. 70**

**Int. 30**

**Objective:** In this course students will be expected to identify major export products of India and the special characteristics of different trade in regional. Problems relevant to the marketing of each product

## **UNIT-II**

Marketing characteristics of trading region-EEC, NAFTA,S. America, Africa, ASEAN, W.Asia, Oceania, Japan and selected socialist countries including Russia.

## **UNIT-III**

## **DIT 209 INTERNATIONAL MARKETING LOGISTICS**

**Time : 3 Hours**

**Max. Marks 100**

**Ext. 70**

**Int. 30**

**Objective:** The objective of this course is to appraise the students of the fundamentals of logistics as applied to international business. The various components of the international logistics system would be studied so as to enable the students to take up an integrated logistics decision. With regard to containers, ports, airports and issues related to technology and administration of logistics infrastructures.

## UNIT -IV

General cargo operations, Break bulk terminal operations, growth of containerization-present status, future trends.

### REFERENCES

Wentworth and Christopher(Ed)  
Bowersox.  
Tookey

Managing International Distribution  
Total Logistics  
International

Annual reports of CONCORD

Indian shipping

Annual Reports of INSA

UNCTAD Studies on Container Terminal operations and Break a Terminal Operations.

Yearbook of Indian Ports Association.

UNCTAD Studies on Port Planning

World Bank Report on JNPT

Reports of Container Corporation of India.

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**PANJAB UNIVERSITY, CHANDIGARH**

**SYLLABUS FOR P.G. DIPLOMA IN EXPORT MANAGEMENT 2011-2012.**

**Note:-** Examination in each Subject will be of 3hrs. duration.

Instructions to the paper setter

Set 10 questions divided in 4 Units. Candidate to attempt 5 questions with atleast one question from each Unit.

**I SEMESTER**

	<b>Th. + Pr.</b>	
	<b>70 + 30</b>	
DEM 201	Management for Orgainsations	100
DEM 202	International Business Environment	100
DEM 203	Marketing Management	100
DEM 204	Workshop on Export-Import Procedures & Documentation	100
DEM 205	Workshop on I.T. & Its Applications in Export Management	50

**II SEMESTER**

DEM 206	Foreign Trade Policy & Management	100
DEM 207	Global Marketing Management	100
DEM 208	Workshop on Thrust Products & Markets	100
DEM 209	International Marketing Logistics	100



## **Annexure –II**

### **DEM 201 MANAGEMENT FOR ORGANISATIONS**

#### **Objective:**

The objective of this course is to introduce the students with the history of organisation, the foundations of the organisation and its working.

#### **UNIT-I**

Schools of Management, Through: Forerunners of Scientific Management, the era of Scientific management, The human behaviour school. The social System School, decision theory school.

The mathematical and quantitative School, The system School, The contingency Theory of Management, Contemporary Management thinkers, contemporary organizational theories.

#### **UNIT-II**

Organizations and the need for Management (why study organizations and Management.Efficiency & Effectiveness). Management Process, Organizational Environments, Social Responsibility & Ethics.

Planning: Nature and Process, Importance, Type of Plane, Stratgy & policies, objectives, planning premises, principles of planning Decision making Planning Effective.

#### **UNIT-III**

**Organizing:** Process of Organizing Principles, organizational design & Organizational Structure, Types of Organizational Structures, Downsizing Distribution of Authority, Decentralization. Centralization and Making organizations effective, Communications-

## REFERENCE:

1. C.Herbert G. Hicks  
C. Ray Gullet  
Organisation theory and behaviour.
2. Claude S. George  
The history of management thought.
3. R.N. singh  
Management thoughts and thinkers
4. Rue and Byors  
Management theory and application.
5. D.S. Pugh (edt.)  
Organization theory: Selected readings.
6. David Silverman  
The theory of organization
7. Richard H. Hall  
Organizations Structure, Process and  
Outcomes.
8. David Clutterback  
and Stuart Crainer  
Makers of Management.
9. Charies Handy  
Understanding organizations
10. Huczysk, Andrez  
Management Gurus
11. Kontz & Weirich  
Essentials of Management –A Gwbul  
Approach
12. Koontz O'Donnel & Weirich  
Management
13. Peter Drucker  
Managing to a time of great change
14. Stoner, Freeman & Gilbert  
Management.

## **DEM 205      INTERNATIONAL BUSINESS ENVIRONMENT**

### **Objective:**

The objective of this course is to acquaint the participants with the economic aspects relating to international trade. The Course will also provide an understanding of the different monetary institutions and the economic any. For Intl. trade.

### **UNIT-I**

Theories of trade: Classical theory, opportunity cost theory Hecksher-ohlin Therun  
Price Equilisation Theorem.



## **DEM 204 WORKSHOP ON EXPORT IMPORT PROCEDURES & DOCUMENTATION**

**OBJECTIVE:** The course aims at providing an understanding of foreign exchange, export financing, export-import procedures and the various operations involved. The main emphasis is laid on developing a systematic approach to handling foreign trade transactions and the paper work thereto.

### **UNIT-I**

Methods of payment; pre-shipment credit- meaning, procedure, rates and documents needed, Post-shipment credit-negotiation of export bills under letter of credit, bills purchased/discounted under limits granted to customers, Advances against claims for export incentives, deferred payment export credits. Export credit insurance, insurance policies and bank guarantees and special schemes. Role of EXGc.

### **UNIT-II**

Theories and practice of foreign exchange rate determination, fixed and floating exchange rates, Exchange control regulations and procedures in India, foreign exchange risk management. Export-Import trade control procedures. Processing of an export order. Procedures and documents related to quality control, export contracts, Dispute Settlement; marine insurance, customs and port clearance.

### **UNIT-III**

Export Incentives Procedures relating to Import facilitation and Import Licenses- Import of capital Goods, Export promotion capital Goods, Duty Exemption Schemes, duty Entitlement Passbook scheme. Customs clearance of Imported Goods and Payment of customs duty. Identification and choice of suppliers, vendor selection.

### **BOOKS RECOMMENDED**

G.S. Lall	Finance of Foreign trade & Foreign Exchange
Paras ram	Export, What, Where and How
S.C. Jain	Export,, Procedures & Documents
Import Policy of India 1990-93	
Central excise Rules and duty Drawback Rules.	
Foreign Exchange Manual Rbi	
Indian Matinr Insurance Act	
Nabhi's	Exporters Manual and Documentation

## DEM 205 WORKSHOP ON I.T. & ITS APPLICATIONS IN EXPORT MANAGEMENT

**Objective:** The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool, for export marketing.

### UNIT-I

**Company Set up-** Company information. Accounting: information systems the need for and control if information systems. Normal sales and purchase ledger maintenance and reporting.

### UNIT-II

Stock control, tracking stock movements. Sales order processing and reporting. E-analysis of financial statements. Sources of data for exports. So

## **II SEMESTER**

### **DEM 206 FOREIGN TRADE POLICY AND MANAGEMENT**

**Objective:** The objective of this course is to acquaint the students with the specific policies related to foreign, with specific reference to India.

#### **UNIT-I**

The trends in world trade direction and composition. India's foreign trade policy and performance in balance of trade. Export promotion and the institution set up. Deemed exports convertibility.

#### **UNIT-II**

Instruments of export promotion. Export Assistance and measures import facilities, Duty drawback, Tax concession, marketing Assistance, Role of state trading house, 100% Export oriented units, export house and trading houses, EPZs, STP, Foreign collaborations and investments, Counter trade arrangements, Indian joint ventures abroad.

#### **UNIT-III**

Policy and Frame work for FDI in India, Policy on counter trade arrangement, Indian joint ventures, Abroad project and consultancy Exports.

### **BOOKS RECOMMENDED**

Varshney and Bhattacharya	International Marketing Management
Chatwal	Export Promotion
Deepak Nayyar	India's Export and Export Policies in the 1960's
World Development Report, World Bank, Washington, D.C	
Economic Survey, Ministry of Finance	
Import and Export Policy, Ministry of commerce	
Committee on Export strategy 1980, Ministry of Commerce	
Report of Working Group on Export Houses, Ministry of Commerce	
M.L. Verma	International Trade

**DEM 207      GLOBAL MARKETING MANAGEMENT**

**Objective:**



**DEM 208      Workshop on Thrust Products s& Markets.**

**OBJECTIVE:** In this course-students will be expected to identify major export products of India, and the special characteristics of different regions. Problems relevant to the marketing of each product to specific countries would be identified. The students would be expected to suggest remedies for these problems and evolve appropriate strategies for different product for target markets.

**TOPICS:**

**UNIT- I**

- a) Export Marketing of Thrust products of Agricultural and Agro-based products.
  - i)      Tea and value added tea
  - ii)     Fresh and processed Foods
  - iii)    Cashew Kernels
  - iv)     Coffee
  - v)      Spices
  - vi)     Tobacco & tobacco manufacturers
  
- b)      Meat & Marine Products
  - i)      Meat and meat Products
  - ii)     Marine Products
  
- c)      Textile and Jute Based Products
  - i)      Jute and Jute Manufactures
  - ii)     Cotton Textiles-Mill made and Handloom
  - iii)    Woollen Fabrics and Knitwear
  - iv)     Readymade Garments
  - d)      Handicrafts and Jewellery
    - a)      Leather and Leather Manufactures, including Leather garments
    - b)      Minerals and Ores
    - c)      Engineering Products-capital goods, Consumer durables, Electronics and Software.

Basic Chemicals, Pharmaceuticals and Cosmetics.  
Services, Including tourism, shipping, software, insurance.

## **UNIT-II**

Concept of Market Picture

Marketing characteristics of trading region-EEC, NAFTA S. America, Africa, ASEAN,

## **DEM 209 INTERNATIONAL MARKETING LOGISTICS**

**Objective-** The objective of this course is to appraise the student of the fundamentals of logistics as applied to international business. The various components of the international logistics system would be studied so as to enable the students to take up an integrated logistics decision.

### **TOPICS**

#### **UNIT-I**

Marketing logistics system-Concepts objective and scope, the system elements, relevance to international marketing. The concept of service. The transportation activity-internal transportation, inter state goods movement. General structure of shipping: characteristics, liner and tramp operations, code of conduct for liner conferences, freight structure and practice, chartering principles and practices.

#### **UNIT-II**

Technological developments in ocean transportation, containerization, inland container depots, multimodal, transportation and CONCOR. Role of intermediaries including freight booking, shipping agents, C&F agents. Shipowner shipper consultation arrangements. Air transportation total cost concept, advantages, freight structure and operations. Document connective with Transport of goods. Preparation of involve-proforma, consular etc.

#### **UNIT-III**

Port systems and sub-systems, port organization and management, responsibility of port-  
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**SYLLABUS  
AND  
REGUALTIONS**

**OF**

**POST GRADUATE DIPLOMA  
IN  
TOURISM AND TRAVEL  
MANAGEMENT**

**2011-2012**

**PANJAB UNIVERSITY  
CHANDIGARH**

## SCHEME OF PAPERS

### Semester-I

Sr. No.	Paper	Subject	Marks	
			Theory	Int. Ass.
1.	PGT-101	Tourism Business	70	30
2.	PGT-102	Tourism Product	70	30
3.	PGT-103	Management Concepts and Organizational Behavior	70	30
4.	PGT-104	Hotel Accounts & Application of Computer in Business	70	30
5.	PGT-105	* Training/Project Report Viva-Voce	50+50=100	

\* Copies of the project report will be send to external examiner minimum 10 days before conducting of viva-voce.

### Semester-II

Sr. No.	Paper	Subject	Marks	
			Theory	Int. Ass.
1.	PGT-201	Tourism Marketing	70	30
2.	PGT-202	Travel Agency & Tour operator Business	70	30
3.	PGT-203	Emerging Concepts of effective tourism development	70	30
4.	PGT-204	EDP & Family Business Management	70	30
5.	PGT-205	* * Two Field trips & Project Report	50+50=100	

\*\*Two field trips will be organized by the institution/college for which duration would be minimum 3 days for each trip.

**Note:-** Examination in each Subject will be of 3hrs. duration.

Instructions to the paper setter

Set 10 questions divided in 4 Units. Candidate to attempt 5 questions with atleast one question from each Unit.

**Paper: PGT-101**

## **Tourism Business**

### **UNIT I**

1. Definition, Nature, Importance, components and topography of Tourism.
2. Concepts of Domestic and International tourism recent trends.
- 3 Tourism as an industry, visitor, tourist recent trends.

### **UNIT-II**

4. Growth and development of Tourism in India.
5. Impacts of Tourism-Economics, Social , Physical and Environment.
6. Institutional Organizational national and International engaged in world promotion and development of tourism.

### **SUGGESTED BOOKS.**

- Christopher J. Holloway: The Business of Tourism : Macdonald and Evans.1983
- A.K.Bhatia : Tourism development .principles and practices: Sterling Publishers (p) Ltd. New Delhi.
- Kaul . R H Dynamics of Tourism A. trilogy Sterling publishers (p) Ltd. New Delhi
- Anan. M.M: Tourism and Hotel Industry in India: Sterling publishers(p) Ltd. New Delhi.
- ITTM: Growth of Modern Tourism monograph: IITM. New – Delhi, 1989
- ITTM: Tourism as an industry-monograph: ITTM . New-Delhi, 1989
- Bhurat & Madlik: Tourism past. present and future. Heinemann. London
- Wahab .S .E : Tourism management Tourism International press. London.1986
- Brymer . Rober A: Introduction to Hotel and Restaurant management: Hub publication, Co.Lowa, 1984
- Riccline .J .R. Brent: Travel and Tourism Hospitality Research : London 1982
- Surinder Aggarwal : Travel agency Management .Communication India.1983.



Created tourist destinations; academic, scientific and industrial institutions  
Coastal areas, beaches and islands : resources and resource unepattern  
Resources in islands with special reference to and Andoman and nicobar islands.  
Overview on tourism development strategies.

### **SUGGESTED READINGS**

Percy brawn	Indian Architecture-Hindu and Buddhist Period
Harle J. C.	The Art and Architecture of India sub-continent
Bhartiya Vidya Bhawan :	Imperial Unity



**Paper: PGT-103**

## **MANAGEMENT CONCEPT & ORGANIZATIONAL BEHAVIOR**

### **UNIT-I**

1. Management concepts, functions and principles
2. Organization structures
3. Planning-nature, importance, process and limitation
4. Decision making-importance types and process
5. Controlling nature importance and modern techniques

### **UNIT-II**

1. Organization behaviour, nature importance elements , challenges and opportunities.
2. Personality, Nature, Determinants and Theories.

**Paper:PGT -104**

## **Hotel Accounts & Application of Computers in Business**

### **UNIT-I**

1. Need and importance of Hotel Accounting
2. Journal, Cash Book, Ledger, and Trial Balance for Hotels
3. Bank Reconciliation statements.
4. Preparation of Final Accounts for hotel industry.

### **UNIT-II**

1. Tally 6.3
2. Wings 2000
3. Latest Software on hotel Industry- FIDELIO

### **SUGGESTED BOOKS**

- |  |  |
|--|--|
| 1. G.E. Anders, C.R. Schaber &<br>R.D. Fish, Glencoe, McGraw Hill 1995                   | Spreadsheet Accounting Tutorial<br>and Applications      |
| 2. Microsoft Office 2000 Excel Comprehensive<br>Shelly cashman, course Technology, 2000. |  |
| 3. D.H. Klooster & W.W. Allen, 1991  | Intergrated Accounting-Using<br>ACCPAC BEDFORD Software. |

**Paper: PGT-105**

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## Semester-II

Paper: PGT-201

### Tourism Marketing

#### UNIT-I

1. The tourism marketing concept, nature and classification
2. Marketing of service-Characteristics importance and working
3. Concept of Relationship marketing-importance and implications in the developing scenario

#### UNIT-II

4. Marketing strategies for service industries and their Linkage to tourism and other sectors- Travel agency, Accommodation, Food, Nutrition and Catering).
5. Tour packaging: concept, characteristics methodology consideration and pricing of tour packaging.
6. Designing and printing of tour broacher

#### SUGGESTED BOOKS

1. Kotler, Philip : Marketing management; Universal Publications, New Delhi.
2. Maccarthy, D.K.J : Basic marketing – A Management approach
3. Douglas Forster : Travel and tourism management
4. Negi, M.S. : Tourism and Hoteling
5. Wahab, S. Gramptar,L&reth fibs : Tourism marketing: Tourism International Press London 1976

65.R5d,5A6. ygie47 : Marketing ih2 Hosp4(g)-20()18(pt)-22(a)-16(l)20()18(pt)-y4(h)20(2 )-10(

**Paper:PGT-202**

## **Travel Agency and Tour operators Business**

### **UNIT –I**

1. Definition, main functions. Organizational structure of a travel agency and the tour operators.
2. Different types of travel agents and their responsibilities.
3. Procedures for becoming a travel agent and tour operator in India.

### **UNIT-II**

4. Role of India Airlines, Indian Railways, Air India and Vyudoot in the growth of travel agency and tour operators business.
5. Accommodation –Types and its organization
6. Accommodation Management.

### **SUGGESTED BOOKS**

- |                        |   |   |
|------------------------|---|---|
| 1. Merissen Jome, W.   | : | Travel Agents and Tourism   |
| 2. David H. Howel      | : | Principles and Methods of Scheduling reservations (National publisher)1987        |
| 3. Agarwal , Surinder  | : | Travel agency management (Communication India, 1983)                              |
| 4. Geo, Chack          | : | Professional Travel Agency management :Prentice Hall, London, 1990                |
| 5. Bhatia, A.K.        | : | Tourism development- Principles and policies sterling publisher, 1991, New –Delhi |
| 6. William Cordve      | : | Travel in India.  |
| 7. National Publishers | : | The world of Travel, National publisher Delhi, 1979.                              |

**Paper: PGT- 203**

## **Emerging Concepts Of Effective Tourism Development**

### **UNIT-I**

1. Relevant concepts and preaches for effective tourism development
  - national development council report on tourism development
  - national action plan, 1992
  - new policies on tourism and civil aviation
  - tourist traffic and it's improvisation
  - destination development
  - sustainable development
2. Man-Power development needs

### **UNIT-II**

3. Management strategies
4. tourism policy analysis
5. tourism legislation necessity

### **SUGGESTED READINGS:**

1. National development council report
2. National action plan
3. Report of world tourism organization
4. Report workshop on tourism legislation august 10-11-1987 IITM, New Delhi.
5. Report workshop on tourism legislation-February, 23, 1988 IITM, New Delhi.

**Paper: PGT-204**

**Paper: PGT: 205**

### **Field Trip Report**

The student of tourism and travel management shall be required to undertake two field Trips of minimum duration of 3 days each to be organized by the institution/college relating to – Monuments, Wild life parks and Sanctuaries and Sport centers etc. during second semester. Student shall submit the field trip report consisting of about fifty typed pages at least two weeks before the commencement of final examination. This report will carry 100 marks and shall be evaluated both by external and internal examiners jointly through viva-voce examination.

**PANJAB UNIVERSITY, CHANDIGARH**

**OUTLINES OF TEST SYLLABI AND COURSES OF READING FOR  
P.G. DIPLOMA IN MARKETING MANAGEMENT FOR THE EXAMINATION  
OF 2011-12**

**I SEMESTER**

DMM 101	Fundamentals of Economics & Management	100
DMM 102	Marketing Management	100
DMM 103	Sales Management	100
DMM104	Managerial Accounting	100
DMM105	Workshop on I.T. and its application in Business	50

**II SEMESTER**

DMM106	Advertising and Consumer Behaviour	100
DMM 107	Marketing Research	100
DMM108	Logistic Management	100
DMM 109	International Marketing & Services	100
DMM110	Research Project	50
DMM111	Comprehensive viva**	50

- \*i) The participants are expected to finalize their topics of Research Project latest by 31<sup>st</sup> October.
- ii) Students should submit their Research Project Report latest by 31<sup>st</sup> March.
- iii) The research project is to be evaluated by an external examiner which could be from the college/institute itself.
- \*\*iv) The comprehensive viva should be conducted within a fortnight of the completion of 2<sup>nd</sup> semester examinations.

**Note:-** Examination in each Subject will be of 3hrs. duration.

**Instructions to the paper setter**

Set 10 questions divided in 4 Units. Candidate to attempt 5 questions with atleast one question from each Unit.



## SEMESTER-I

### DMM 101: FUNDAMENTALS OF ECONOMICS AND MANAGEMENT

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** The objective of this course is to familiarise the students with the Fundamentals of economics and the facets of organization and management With special reference to Indian scene.

#### UNIT I

1. Nature and significance of economics.
2. Introduction to the theory of demand, elasticity of demand, the concept of indifference curve.
3. Elementary theory of production and cost, Economy and diseconomy of scale.
4. Fundamentals of theory of firm: Perfect competition, Monopoly, Oligopoly, Monopolistic competition.

#### UNIT II

1. Introduction to components of business environment: economic, social, political, legal and cultural.
2. Elementary national income accounting.
3. Elementary of theory of Inflation and unemployment.
4. Introduction to Fiscal & Monetary policy, and export and imports.

#### UNIT III

Concept, Significance & Scope of Management. An introduction to Schools of Management Thought. Organisations and the need for Management (why study organisations and Management , Efficiency & Effectiveness) Management Process, Organizational Environments, Social Responsibility & Ethics. Planning : Nature and Process, Importance, Types of Plans, Start Policies, Objectives, Planning Premises. Principles of Planning Decision Making. Making Planning Effective.

[

#### Unit IV

Organizing: Process of Organizing Principles, Organizational Design & Organizational Structure. Types of Organizational Structures, Delegation of Authority Decentralization, Centralization and Making Organizations Effective Communication-Process, Barriers and Breakdowns in Communications, Effective Communications.

Controlling: The System and Process of Controlling, Control Techniques, Control of overall performance. Ensuing Effective Controlling.

**BOOKS RECOMMENDED**

Rehman  
Dwivedi D.M

Managerial Economics  
Managerial Economics



**DMM 104 MANAGERIAL ACCOUNTING**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** This course provides the students an understanding of the application of accounting techniques for management.

**UNIT-I**

Management Accounting: Meaning, nature, scope and functions of management accounting; Role of management accounting in decision making; management accounting vs financial accounting; Tools and techniques of management accounting.

**UNIT-II**

Financial Statements: Meaning and types of financial statements; Limitations of financial statements; objectives and method of financial statements analysis; ratio analysis; Classification of ratios-profitability ratios, turnover ratios, liquidity ratios., turnover ratios, Advantages of ratio analysis; Limitations of accounting ratios. Funds flow statement as per Indian Accounting standard cast flow statement.

**UNIT-III**

Absorption and marginal Costing; Marginal and differential costing as a tool for decision making- make or buy; change of product mix; Pricing; Break even analysis, exploring new markets; shutdown decisions.

**UNIT-IV**

Budgeting for Profit Planning and Control. Meaning of budget and budgetary control; objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; control ratios; Zero base budgeting; Responsibility accounting; Performance budgeting. Standard Costing and variance Analysis. Meaning of standard cost and standard costing. Advantages and application; Variance analysis- material, Labour and overhead (two-way analysis), Variances.

**BOOKS RECOMMENDED**

Arora M.N.

Cost Accounting-Principles and Practices;  
Vikas, New Delhi

Jain S.P. & Narang K.L.

Cost Accounting; Kalyani, New Delhi

Anthony, Robert & Reece,  
et al.

Principles of Management Accounting;  
Richard Irwin Ino.

Homgren, Charles, Foster Accounting-and Datar et al,	Cost Accounting-A Management Emphasis; Prentice Hall, New Delhi.
Khan M.Y. & Jain P.K.	Management Accounting; Tata Mc Graw Hill , New
Kaplan R.S. and Atkinson A.A. Prentice Hall I, New Delhi, India.	Advanced Management Accounting;

**DMM 105 WORKSHOP ON I.T. & ITS APPLICATIONS IN BUSINESS**

**Time : 3 hours**

**Max Marks: 50**

**Objective:**The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

**UNIT-I**

Company set up-Company Information. Accounting information systems- the need for and control of information systems. Normal sales and purchase ledger maintenance and reporting.

**UNIT-II**

Stock control- tracking stock movements sales order processing and reporting . E-analysis of financial statements

**BOOK RECOMMENDED**

G.E.Anders, C.R. Schaber & R.D. Fish, Gleneoe, M.C.Graw Hill, 1995	Spreadsheet Accounting-Tutorial and Applications
Microsoft Office 2000 Excel Comprehensive D.H. Klooster & W.W.Allen, 1991	Shelly Cashman, Course Technology, 2000 Integrated Accounting-Using ACCPAC BEDFORD Software.
Claire May & Gordon S. May	“ Effective Writing : A Handbook for Accountants’ (4 <sup>th</sup> ed.) Prentice Hall.
Roger A. Gee (san diego mesa College)	Computer Accounting Applications Using Business Works.



And purchasing behaviour and retail strategy, Brand loyalty, repeat purchase behaviour.

#### **UNIT IV**

Models of Consumer decision making viz, Nicosia model, Howard Sheth Model Angel

## UNIT-II

Sampling Design Process; Types of probability and non-probability sampling, simulation of confidence interval, estimation of sample size.

Data Preparation

Analysis of Data-correlation and regression, procedure for hypothesis testing Test, test and square test.

Preparation of Report

Selected Applications of marketing research-product research, advertising research, market and and sales analysis.

### **BOOKS RECOMMENDED**

Agrawal S	Marketing Research
Boyd, Westfall & Starch	Marketing Research
Churchill GA	Marketing Research, Methodological Foundations
Copper & Schindler	Business Research Methods
Green, Tull & Albaum	Research for Marketing Decision
Siegel & Castellan	Nonparametric Statistics for the Behavioral Science.

### **DMM 108 : LOGISTICS MANAGEMENT**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** This course will deal with the corporate physical distribution activities, as an integrated system. The various components of this system would be considered with the help of analytic and quantitative techniques.

### **UNIT-I**

Logistics concept and marketing Physical distribution definition- Integrated systems concepts, activity, centers. Integration between marketing elements and distribution. Concept of customer service.

### **UNIT-II**

Transportation and physical distribution-Elements of a transport System: special transport, pros and cons of various routing system, non- transportation costs. Some aspects of transportation administration and transportation costing in relation to the marketing function. Transportation rates and pricing inter-state tariffs. Documentation and carrier liability.



### **UNIT-III**

Inventory Control – Economic order quantity under conditions of certainty and uncertainty. Inventory requirement as function of the number of stock locations. Distribution warehousing- the modern concept, Basic, considerations for location and

## **UNIT-II**

The selection of export markets, planning of export marketing strategy product, pricing, promotion if distribution channels. Reparation of Export marketing Plan.

## **UNIT III**

Marketing of Tourism Travel and Transport Services

- Tourism Marketing
- Hotel Marketing
- Airline Services Marketing
- Travel Services Marketing
- Freight Transportation Services Marketing

**PANJAB UNIVERSITY, CHANDIGARH**

**Faculty of Business Management & Commerce**

**OUTLINES OF TESTS SYLLABI AND COURSES OF READING**

**FOR**

**Postgraduate Diploma in International Business**

**For the Examination of 2011-2012**



## **Semester-1**

### **Paper-1**

#### **ECONOMICS FOR MANAGEMENT**

**Objective:**

Managerial economics refers to the application of economic theory and tools of analysis of decision science to examine how a firm can make optional managerial decisions in the face of the constraints it faces. The main objective of this course is to understand the use of the tools of economic analysis in classifying problem,

## REFERENCES:

1. Dominick Salvatore  
Managerial Economics 3<sup>rd</sup> ed., McGraw-Hill 1996.
2. H. Craig Peterson and J.W. Lewis  
Managerial Economics 3<sup>rd</sup> ed., Prentice-Hall of India, 1995.
3. A. Kontsoyiannis  
Modern Micro Economics 3<sup>rd</sup> ed., Macmillan International 1980.
4. U.C. Mote, Paul Samuel & G.S. Gupta  
Managerial Economics, Tata McGraw Hill 1975.
5. R.L. Varhney & K.L. Mahaeshwari  
Managerial Economics, Sultan Chand & sons 12th ed.
6. J.L. Papps, M. Hischey and Holt Saunders  
Fundamental & Managerial Economics International edition.
7. M. Adhikary  
Managerial Economics, Khosla Pub. 1987.
8. H.L. Ahuja  
Advanced Economics Theory, S. Chand & Co.



**FERA and licensing policies.**

**UNIT IV**





## **PAPER-IV**

### **FOREIGN TRADE POLICY AND EXPORT MANAGEMENT**

The objective of this course is to acquaint the students with the specific policies related to foreign, with specific reference to India.

#### **UNIT-I**

The trends in world trade Direction and composition. India's foreign trade policy and performance in balance of trade. Export promotion and the Institutional setup. Deemed exports convertibility.

#### **UNIT-II**

Instruments of export promotion. Export Assistance and measures-Import facilities, Duty drawback, Tax concession, Marketing Assistance.

#### **UNIT-III**

Role of state trading house, 100%. Export oriented units, Export house and trading houses,, CPZ, STP, foreign collaborations and investments.

#### **UNIT-IV**

Policy and Frame work for FDI in India , joint ventures, Abroad Project.

**PAPER-V**

**PART (A)**

**RESEARCH METHODOLOGY**

**OBJECTIVE:**

The objective of the course is to expose the students to the business research procedures and apprise them with the basic laid on business methodology. The greater stress should

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## **PART (B)**

### **WRITTEN COMMUNICATION**

#### **OBJECTIVE:**

The only parameter which makes or mars the career progression of any manager in 'communication' effective business communication is an 'Art' which needs to be learnt by every manager. This course is oriented to have up the communication skills of future managers.

#### **UNIT –I**

Principles of business communication- written: the gunning fog index. The reasoning process.

Principles of business communication- oral: making speeches. Conducting meetings, giving dictation.

#### **UNIT-II**

Paper and techniques of business letters: basic qualities of business letter, opening paragraph. Using paragraph.

#### **UNIT-III**

Ethics in business communication, ethics audit. Communication in global market place. Business communication and legal issues. Business communication and technology contrast.

#### **UNIT-IV**

Executive communication perspective: meaning, importance, elements of the communication model, barriers to communication.

#### **REFERENCES:**

Murphy, Herta A Hildebrandt, Herbert W, and Thomas Jane P: Effective Business Communication Louis E Boone, David L Kurtz: Effective Business Communication.

## **PAPER-VI**

### **WORKSHOP ON EXPORT DOCUMENTATION & PROCEDURE**

Objective:- The course aims at providing an understanding of Foreign Exchange, Export Financing, export-import procedures etc. the main emphasis is laid on development of a systematic approach to handle foreign trade transactions and the procedures involved therein.

#### **UNIT –I**

Pre-shipment and post-shipment finance, Pre-shipment credit: meaning, procedure and document required: post-shipment credit negotiations export bills under LIC, bills purchases/discounts: role of ECGC in export financing EXIM bank: its role and functions.

#### **UNIT-II**

Theories and practice of foreign exchange rate determination: fixed and floating exchange rates processing of an export order: procedures and document related to quality control: export contracts: marine insurance: customs and port clearance: exchange arithmetic: FEMA

#### **REFERENCES:**

1. Paras RAM, Export: What, where and How.
2. S.C. Jain Procedures and Documents.
3. Import Export Policy 2002-07.
4. Central Excise Rules and Duty Drawback Rules.
5. Indian Marine Insurance Act.
- 6.



## **Paper-II**

## **PAPER-III**

### **BUSINESS LOGISTIC MANAGEMENT**

**Objective:** This course will deal with the corporate physical distribution activities system. The various component of this system would be considered with the help of analytical and quantitative techniques.

#### **UNIT-I**

Logistics concept and Marketing, Physical distribution definition- integrated systems concept, activity centers. Integration between marketing elements and distribution.

#### **UNIT-II**

Transportation and physical distribution-Elements of a transport system, special transport, pros and cons of various routing system, non- transportation costs. Some aspects of transportation administration and transportation costing in relation to the marketing function.

#### **UNIT-III**

Inventory Control-Economic order quantity under conditions of certainty and uncertainty. Inventory requirement as function of the number of stock location. Distribution warehousing- the modern concept Basic consideration for location and location strategy. Planning and distribution warehouse, material handling.

#### **UNIT –IV**

Order processing- Importance to customer service, a model for performance measurement.



## **PAPER-IV**

### **INTERNATIONAL MARKETING**

#### **Objective:**

The objective of the course is to acquaint the students with the entire range of concepts, fundamentals and practicalities of international marketing with proper emphasis on export marketing.

#### **UNIT-I**

Meaning and scope of International Marketing. International Marketing tasks. Reasons For entering export markets.

#### **UNIT-II**

International Economic Environment-Regional Economic Cooperation, World trade Trends, Tariffs of non-tariff restrictions.

#### **UNIT-III**

The selection of export markets, planning of export marketing strategy-product, pricing, promotion at distribution channels.

#### **UNIT-IV**

Indian export and import policy. Export promotion organization. Export incentive. The procedures and practices in the context of processing of an export order producing for exports. Export Quality control, Export finance, Shipment and procedures thereof : Export document.

#### **REFERENCES:**

- |                       |  |
|-----------------------|--|
| 1. Miracle and Albaum | International Marketing Management             |
| 2. John Fayerweather  | Management of International Operations.        |
| 3. Martin T. Sliper   | Assessing export Potential                     |
| 4. R. Vernon          | Manager in the International Economy           |
| 5. G.S. Lall          | Finance of Foreign Trade and Foreign Exchange. |
| 6. V.H. Kriplani      | International Marketing                        |
| 7. B.S. Rathore       | Export Marketing                               |
| 8. S.C. Jain          | Export Procedures and Documents.               |

## **PAPER-V**

### **WORKSHOP ON COMPUTER DATA PROCESSING**

Objective:- the course seeks to provide an understanding of the working of the computer systems. It aims at development skills in handling information technology and uses it as a strategic resource.

#### **UNIT-I**

Introduction to Electronic Data Processing  
Computer system: Hardware and Software  
Fundamental of Operating Environments.  
Information Attributes, Information economics.  
Role of Computers in Managerial Decision Making.

#### **UNIT-II**

Office Automation  
Business Data Processing including File Organization, Batch and Job Processing.  
Utilities data Base Management.  
Data Communication  
Client/Server Technology  
Interactive Computer Graphics  
Computer Virus

#### **UNIT-III**

End User Computing using Ms-Office package.  
Word Processing including mail merge, transfer, editing.  
Spreadsheet Design, graphics, Macros.  
Data Base Management Concepts.

#### **UNIT-IV**

Networking concepts  
Netware Basics, tools and Services on Internet, Browsing, the Net. Gophe.  
File systems, Netware Menus.  
Electronics Mail.  
Fundamentals of Website Design.

#### **REFERENCES:-**

Raja Raman: Fundamentals of Computers  
Hunt and Shelly: Computers and Commonsense  
MS-Office 97: Training Manual.

## **PAPER-VI**

### **EXPORT OF THRUST PRODUCTS IN THE MARKET**

#### **OBJECTIVE:**

In this course students will expect to identify major export product of India, and the special characteristics of different trade in regions. Problem relevant to the marketing of each product and specific countries would be identified. The Students would be expected to suggest remedies for these problems and evolve appropriate strategies for different product for target markets.

#### a) Export Marketing of Thrust Products

1. Value added tea.
2. Fresh and Processed Foods.
3. Cashew Kernels.
4. Coffee.
5. Tobacco & tobacco manufactures.
6. Cycle and cycle parts.
7. Textiles and Hosiery goods