



GUJARAT UNIVERSITY

POST – GRADUATE DIPLOMA PROGRAMMES IN MANAGEMENT

B.K.SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES

About Gujarat University

Gujarat University is the largest and the first University of Gujarat state incorporated under the Gujarat University Act, 1949. The University commenced functioning with 21 affiliated colleges and three recognized institutions. At present, the University has 252 affiliated colleges, 15 recognized institutions, 23 approved institutions, 34 PG departments, 237 PG centers and seven Post graduate University Schools. The University has pioneered in developing curricula and courses in emerging areas since its inception.

The University has always been a pioneer in starting courses and programmes keeping in view the market demands. Realizing the increasing need for managers in business and industrial organizations, both in public and private sectors, the University encouraged setting up of self-financed management institutions which provided management education and affiliated them. These institutions were subsequently re-affiliated to the Gujarat Technological University established by the Government of Gujarat, specially for affiliating technical institutions.

About B.K. School

To impart management education, the University established, way back in 1976, B.K. School of Professional and Management Studies as one of its Post-Graduate Schools. The School subsequently started an MBA (Evening Programme) for working executives in 1983.

BK School has successfully conducted, besides the flagship programmes of full time and evening MBA, several short term management development and in company programmes since its inception.

The School also started a PG Diploma Programme in Port Management from 2006-07. This programme has since been renamed as MBA in Maritime Management Studies from 2011-13.

In order that the management education reaches a wider section of the society, the school offers market-oriented courses in management through the Department of B.K. School of Professional and Management Studies, in view of the increasing demand for short term management courses for professional growth.

Message from the Vice-Chancellor

Gujarat University has always been in the forefront by providing quality programmes to the students to meet the market needs besides helping existing professionals in upgrading their areas of specialization and work domain.

In keeping with this broad objective, B. K. School of Professional and Management Studies has been conducting several diploma programmes in Management since 2011, in addition to the flagship MBA programmes.

It gives me immense pleasure to announce that the B.K. School would be providing quality education to the aspiring students by starting its eighth batch of Diploma programmes in Management this year. It is my firm belief that keeping in view of the past glorious record, this batch will also acquire education in a specialized and focused form in their chosen management discipline from experienced and dynamic faculties of the School. The facilities and vast experience of the teaching faculties will help the aspiring students in achieving success.

I sincerely wish the very best for the smooth conduct of the programmes and welcome the new students.

Dr. Himanshu Pandya



Message from the Director

Our Vice-Chancellor has introduced a number of programmes in emerging areas in the University such as Climate Change, Maritime Management, and many other others. In 2011, the University started 16 short duration programmes in the Management Academy of B.K. School.

B.K. School of Business Management has been in the field of management education for almost four decades now. Over the years the school has successfully developed linkages with the industry and eminent academicians. The programmes of Department of B.K. School of Professional and Management Studies help professionals who are already working in their respective areas but do not have formal qualification. It is successfully running since 2011-12. I have great pleasure in placing before you the Prospectus of these PG Diploma programmes for 2018-19, proposing 18 PG Diploma programmes. The programmes are conducted under the aegis of the 'Department of B.K. School of Professional and Management Studies' set up in our school. I strongly feel that this recent initiative will continue to immensely benefit the participants for their employment and career progression, as has been our experience till now

I take this opportunity to compliment our visionary Vice-Chancellor who initiated and motivated us to take up the challenge of starting such a large number of programmes in 2011. It is his motivation that makes us continue this effort for the new batch this year.

Dr. Prateek Kanchan



‘Department of Management Studies’ B.K. School of Professional and Management Studies

Gujarat University had set up a Department of B.K. School of Professional and Management Studies which will function under the B K School of Business Management, the Post Graduate Management School of Gujarat University. Under the aegis of this academy, various diploma management programmes will be conducted to enhance the managerial skills among the existing professionals or aspiring professionals in the field.

Importance

Organizations today can gain competitive advantage only through competitive human resources since all other resources can be copied. With a growing Indian economy, the country will need more skilled manpower in the future. These skills will be required in varied areas for overall growth. Since it is not possible for everyone to acquire formal training or post graduate education in the desired field and the capacity of the existing institutions being limited, the Department of B.K. School of Professional and Management Studies expects to provide the forum for training of such aspirants.

Role of the Department of B.K. School of Professional and Management Studies

The Department of B.K. School of Professional and Management Studies offers short term courses of one year post graduate Diploma Programmes. The target of the programmes is those persons who want to increase their employability or improve their professional skills but did not have the opportunity to do so earlier in a formal manner. The focus of the programmes will be to impart the required knowledge and skills. These programmes will be conducted during the evening hours so that employed persons or students pursuing other programmes can also join without affecting their normal pursuits. In other words, even Post Graduate students pursuing other full time programmes can also join any of these programmes.

Objectives of the Department of Management Studies

- To equip the participants of the programme with the basic knowledge of functional areas of Management.
- To give practical exposure in the subjects with the help of case studies and examples.
- To help enhance the knowledge and skills in Management.
- To improve the employability of graduates.

The Courses are Targeted Towards

- Students from management and other disciplines who want additional qualification/specialization.
- Students who already have a management degree in one area of specialization and want to specialize in another area.
- Graduates who want to acquire some qualifications in management to improve their employability.
- Working persons who are currently in the respective functional field but do not have formal training/qualification.
- Persons who want to enhance their skills for better opportunities.

List of the Programmes

The following short duration programmes will be conducted under the aegis of the 'Department of Management Studies' leading to PG Diplomas.

1. Financial Management
2. Human Resource Management
3. Marketing Management
4. Retail Management
5. Services Management
6. Logistics and Supply Chain Management
7. Import and Export Management
8. Banking and Insurance Management
9. International Business
10. Hospital Management
11. Pharmaceutical Management
12. Marketing Research
13. Advertisement and Communication Management
14. Soft skill development and corporate communication
15. Entrepreneurship & Innovation through Design thinking
16. Leadership Lessons from Post-Vedic Texts
17. Corporate Social Responsibility
18. Research Methodology(SPSS)
19. Material & Operations Management
20. Wealth Management

Intake of the Programmes/Courses

Intake : The minimum intake will be 10 and the maximum number will be 60 students per course.

No of Papers : 4

Credit :16 (Each Paper have 4 credit)

Duration : One year

Eligibility : Minimum graduation in any discipline (Students pursuing any part time or full time programme after their graduation/employed persons who are graduates). One participant can undergo only one programme at a time.

Fees : Rs.16,200/- to be paid at the time of admission. Examination fees Rs. 575/- would be paid to the University separately for each university exam

Timings : Two hours per day, three-four days a week (7:00 pm to 9:00 pm)

Reservation : As per Gujarat University rules

Examination Pattern :

Internal Examination: 20% (Two hours)

Continuous evaluation: 30%

(Quizzes, Presentation, Attendance Assignments and Project)

University examination: 50% (Three hours)

Attendance : Minimum attendance 70% is a must in all the programmes.

Evaluation :

Grading Pattern. A = 4, B = 3, C = 2, D = 1, F = 0

Passing Criteria will be minimum grade point 2

Faculty Profile

B.K. School of Professional and Management Studies



Dr .Prateek Kanchan, MBA (Marketing), Ph.D(Advertising)
Area of Specialization : Marketing Management, Advertising, Consumer Behaviour, Sales and Distribution Management and Strategic Management

He is a Professor in Marketing and Director at the school having over 22 years of experience.



Dr. Neelima Ruparel, B.Pharm, MBA, Ph.D (Management)
Area of specialisation: Strategic Marketing, Brand Management, Marketing Research and CRM

She is a Professor in Marketing Management area at the school and has over 18 years of academic as well as corporate experience.



Dr. Margie Parikh, MBA, Ph.D (Management)
Area of Specialization : Organization Theory

She is a Professor of OB and HR and has a long association with the school since 1997.



Dr. Mamta Brahmabhatt: MBA(Finance), M.Com (Business Finance), Ph.D. (Banking Management), UGC_NET, GSLET
Area of Specialization: Quantitative Techniques, Strategic Management, Research Methodology.

She is an Associate Professor and has over 15 years of experience. She has special expertise in data analysis and statistical methods/software.



Dr. Nilam Panchal - Ph.D. ,M.Phil (Gold Medalist), PGDIRPM(Gold Medalist) and MBA(Finance) , FDP - IIMA
Area of Specialisation : Financial Management, Corporate Restructuring, Financial Services, Behavioral Finance

She is an Associate Professor in Finance at B.K. School having 15 years of work experience including industry and academic.



Dr. Mehal Pandya: MBA, Ph. D
Area of Specialization: Marketing Management, Services Marketing, Retail Management

She is an Associate Professor in Marketing at B. K. School and has more than nine years of experience.



Dr. Jay Desai: MBA, Ph. D

Area of Specialization: Derivatives & Risk Management, Security Analysis & Portfolio Management

He is an Assistant Professor at the school with five years of industry and eight years of teaching experience.



Dr. Ankita Kathiriya: MBA (Finance) M.Com (Advance Accounting), Ph. D, UGC NET- JRF in Management and Commerce Subject, **Area of Specialization:** Accounting and Finance.

She is Assistant Professor at B. K. School of Business Management and she has more than 7 years of experience in teaching and research.

K.S. School of Business Management



Mr. Maulik Desai M. Sc. (Statistics) M.Phil. (Statistics),L.L.B.

Area of Specialization: Business Mathematics and Statistics, Operations Research, Research Methodology

He has over 13 years of experience in teaching.



Ms. Ingita Jain M.A (Economics), MBA (Finance)

Area of Specialization: Managerial Economics, Marketing Management, Retail Management, Brand Management, Consumer Behaviour

She has over 15 years of teaching experience and 5 years of experience in Pharmaceutical Industry.



Ms. Shamina A. Ansari

M. Phil. (Industrial Economics), M.A. (Economics-Industrial & Labour), LLB

Area of Specialization: Economics, Human Resource & Communication

She has over 12 years of teaching experience.



Dr. Rachna Gandhi Ph.D. (Management)

Area of Specialization: Marketing Management, Strategic Marketing, Services Marketing, Organizational Behaviour, Organizational Development

She has over 10 years of teaching experience.

PG Diploma in Financial Management

(Coordinator : Dr. Nilam Panchal)

Objectives

Financial Management, as one of the functional areas of business management, concerns basically with managing the cash flows of the entire business. Finance function assumes strategic importance as it is charged with the responsibility of maximizing the value of the firm. The course structure provides for studying the entire foundation course of Finance.

The course aims at developing the students a clear understanding of the concepts and techniques involved in managing the finance function of a corporation.

At the end of the course, the students should be able to:

- Analyze financial performance of firms, and make future financial projections.
- Appreciate the basic finance concepts like time value of money, return, and risk as the building blocks of finance theory.
- Analyze relevant factors that have bearing on the management of working capital.
- Apply and relate finance concepts in practical business situations.

Paper 1: General Management and Communication

Paper 2: Financial Management 1

Module 1 : Financial Management : An overview , Financial System, Financial Statement Analysis and Planning

Module 2 : Time value of Money, Valuation of Bonds and Stocks

Module 3 : Risk and Return,

Module 4 : Capital Budgeting and Techniques

Module 5 : The Cost of Capital

Paper 3 Financial Management 2

Module 1: Long Term and Short Term Sources of Finance

Module 2: Capital Structure Decision

Module 3: Dividend decision

Module 4: Working Capital Management – Overview, Cash, Inventory and Receivables Management

Module 5: International Financial Management: An Overview

Paper 4: Project Study

PG Diploma in Human Resource Management

(Coordinator : Dr. Margie Parikh)

Objective:

1. The course is intended to acquaint the students to the function of HRM.
2. It will look into the intricacies of managing human resources.
3. It will also focus on the latest developments in the HRM, Industrial Relations and Organizational Behaviour.

Paper 1: General Management and Communication

Paper 2: Human Resource Management 1

Module 1 : Role of Human Resources Management

Module 2 : Manpower planning and recruitment

Module 3 : Training

Module 4 : Performance appraisal

Module 5 : Compensation management

Paper 3 : Human Resource Management 2

Module 1 : Strategic Human Resource Management

Module 2 : International HRM

Module 3 : Industrial Relation

Module 4 : International Labour Organization

Module 5 : Other industrial Legislations

Paper 4: Project Study

PG Diploma in Marketing Management

(Coordinator : Dr. Neelima Ruparel or Dr. Mehal Pandya)

Objective:

1. To acquaint the participants with the basic of Marketing Management
2. To provide the participants practical understanding about strategic and tactical marketing
3. To enable the participants to devise strategy for marketing a given product or service

Paper 1: General Management and Communication

Paper 2 : Marketing Management 1

Module 1 : Introduction to Marketing and Marketing Management

Module 2 : Marketing Information Systems and CRM

Module 3 : Connecting with Customers

Module 4 : Strategic Marketing

Module 5 : Branding, Brand Equity and Positioning

Paper 3 : Marketing Management 2

Module 1 : Shaping the Market offerings

Module 2 : Delivering the Market offerings

Module 3 : Communicating the Market offerings

Module 4 : Creating successful long-term Growth

Module 5 : Contemporary Issues in Marketing

Paper 4: Project Study

PG Diploma in Retail Management

(Coordinator : Ms. Ingita Jain)

Objective:

1. To increase the understanding of, and interest in, retailing.
2. Enable students to become good retail planners and decision makers who adapt to change.
3. Expand students' awareness of retailing career opportunities.
4. Aid students to develop a sense of professionalism.

Paper 1: General Management and Communication

Paper 2 : Retail Management 1

Module 1 : Fundamentals of Retailing

Module 2 : Retailing in India and other countries

Module 3 : Communication and Customer Service

Module 4 : Retail Planning Process

Module 5 : Strategic Planning

Paper 3 : Retail Management 2

Module 1 : Integrated Systems and Information Technology

Module 2 : HRD in Retailing

Module 3 : Advertising in Retailing

Module 4 : Legal Aspects of Retailing

Module 5 : Accounting and Controls

Paper 4: Project Study

PG Diploma in Services Management

(Coordinator : Dr. Prateek Kanchan)

Objective:

1. To develop insights into emerging trends in the service sector as well as relationship marketing in a developing economy and tackle issues involved in the management of services.
2. The course intends to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specifically related to marketing of services

Paper 1: General Management and Communication

Paper 2 : Services Management 1

Module 1 : Understanding service products, consumers and markets

Module 2 : Market segmentation and service positioning

Module 3 : Designing service product and pricing

Module 4 : Service promotion and distribution

Module 5 : Managing the service delivery process

Paper 3 : Services Management 2

Module 1 : Managing service quality and differentiation

Module 2 : Services strategy

Module 3 : Relationship Management

Module 4 : Overview of Service industry in India

Module 5 : Services Marketing in India

Paper 4: Project Study

PG Diploma in Logistic and Supply Chain Management

(Coordinator : Mr. Maulik Desai)

Objective:

1. Introduction to principles and approaches to enhance knowledge and experience in managerial decision making through Logistics and Supply Chain Management.
2. To study different tools and techniques to reduce cost and improve service deliveries in Logistics and Supply Chain Management.

Paper 1: General Management and Communication

Paper 2 : (Logistics Management)

Module 1: Introduction and conceptual framework in Logistics.

Module 2: Logistics Mix

Module 3: Strategic approach in managing Logistics.

Module 4: Global scenario, strategy and performance.

Module 5: Logistics Controls.

Paper 3 : (Supply Chain Management)

Module 1 : Introduction and Building a strategic framework to analyse Supply Chain.

Module 2 : Designing the Supply Chain Networks.

Module 3 : Planning Demand and Supply in a Supply Chain.

Module 4 : Planning and Managing Inventories and Transportation Networks in a Supply Chain.

Module 5 : Managing Cross Functional Drivers in a Supply Chain.

Paper 4: Project Study

PG Diploma in Import and Export Management

(Coordinator : Dr. Prateek Kanchan)

Objective:

1. Impart conceptual and application-oriented teaching and training to participants with inclination as well as aptitude in performing various activities related to import and Export in an ever increasing world trade.
2. Guide the participants to specialized activities related to the procedures as well as documentation related to Export and Import Management.

Paper 1: General Management and Communication

Paper 2 : Import and Export Management 1

Module 1 : International Marketing

Module 2 : International Marketing Environment

Module 3 : Regulations for International Trade

Module 4 : Legal Aspects of Export Contract

Module 5 : Export and Import Procedures

Paper 3 : Import and Export Management 2

Module 1 : Export Promotion Measures in India

Module 2 : Export Promotion Organizations

Module 3 : Export Credit and Guarantee Corporation of India

Module 4 : State Trading Corporation

Module 5 : Export and Import Documentation and its Computerization

Paper 4: Project Study

PG Diploma in Banking and Insurance Management

(Coordinator : Dr. Jay Desai)

Objective:

1. To provide an understanding of retail banking, international banking, life and non-life insurance and other related issues pertaining to the finance sector.
2. To equip the students for suitability of jobs in this sector.

Paper 1: General Management and Communication

Paper 2 : Banking and Insurance Management 1

Module 1 : Evolution of Banking System in India

Module 2 : Basic Management Principles, Types and Legal Aspects

Module 3 : Bank Financial Statements, Reserve Requirements, Sources of Bank Funds, etc.

Module 4 : Capital – Risk, Regulation and Adequacy, Risk Management in Banks, International Banking, E-Banking, etc.

Module 5 : Specialised services by Banks

Paper 3 : Banking and Insurance Management 2

Module 1 : Basic of Insurance Management and Insurance system in India

Module 2 : Fundamentals and Principles of Insurance, Legislative and Regulatory matters

Module 3 : Role and impact of IRDA

Module 4 : Rating of Insurance Products, Legal and Economic environment of Insurance Business, Underwriting process and methods, Reinsurance, Life Insurance

Module 5 : Fire Insurance, Marine Insurance, Property and Liability Insurance, Rural Insurance, etc.

Paper 4: Project Study

PG Diploma in International Business

(Coordinator : Dr Mamta Brahmhatt)

Objective:

1. The programme aims to prepare the student in facing the challenges and issues in international business
2. The programme aims at teaching the implementation of marketing and financial principles and strategies in multinational and global markets.
3. It will focus on International Economics, Cultural, Political and Legal Environment, how they are integrated and studied as prelude to planning strategies for international business.

Paper 1: General Management and Communication

Paper 2 : International Business 1

Module 1 : Introduction to International Business and Globalization

Module 2 : Theories of International Trade

Module 3 : Modes of Entering in International Business

Module 4 : International Institutions : WTO, GATs, TRIPs and TRIMS, IMF and World Bank

Module 5 : International Business Environment and Concept of Corporate Social Responsibility

Paper 3 : International Business 2

Module 1 : International Production and Logistic Management

Module 2 : International Marketing, Nature and Scope and 4 P's of International Marketing

Module 3 : International Human Resource Management and Concept of Corporate Governance

Module 4 : International Business and E - Business

Module 5 : Foreign Exchange Rate Determination and Export Promotion Measure

Paper 4: Project Study

PG Diploma in Hospital Management

(Coordinator : Dr. Ankita Kathiriya)

Objective:

Help participants develop sensitivity to the managerial, legal and ethical aspects of managing hospitals and its ancillary operations in the context of India

Paper 1: General Management and Communication

Paper 2 : Hospital Management 1

Module 1 : Introduction to Hospital Management

Module 2 : Hospitals and their stakeholders

Module 3 : Planning for Hospitals

Module 4 : Organizing for Hospital

Module 5 : Directing and Controlling for Hospitals

Paper 3 : Hospital Management 2

Module 1 : Hospital Management, Values and Ethics

Module 2 : HR issues in Hospitals

Module 3 : Legal Aspects of Hospital Management

Module 4 : Global Trends in Hospital Management

Module 5 : Project Report

Paper 4: Project Study

PG Diploma in Pharmaceutical Management

(Coordinator : Dr. Neelima Ruparel)

Objective:

1. To acquaint the participants with the basics of Pharmaceutical Management
2. To provide the participants practical understanding about the issues involved in managing a pharmaceutical organization.

Paper 1: General Management and Communication

Paper 2 : Pharmaceutical Management 1

Module 1 : Basic Principles of Management and Business Communication

Module 2 : Introduction to the Pharmaceutical Industry and Industry's overall dynamics

Module 3 : Managing Pharmaceutical Production and Operations

Module 4 : Managing Human Resources in Pharmaceutical Industry

Module 5 : Basics of Accounting and Financial Management

Paper 3 : Pharmaceutical Management 2

Module 1 : Essentials of Pharmaceutical Marketing

Module 2 : Brand (Product) Management in Pharma Industry

Module 3 : Anatomy, Physiology and Pharmacology

Module 4 : Conducting Marketing Research and Sales and Distribution Management in Pharma Industry.

Module 5 : Pharmaceutical Business Laws

Paper 4: Project Study

PG Diploma in Marketing Research

(Coordinator : Dr. Rachna Gandhi)

Objective:

1. To have an overview of the ever expanding role of Marketing Research in Various business applications.
2. To understand the scope of marketing research in designing and implementing successful marketing strategies.
3. To acquire an appreciation of various analytical techniques used in marketing research.

Paper 1: General Management and Communication

Paper 2 : Marketing Research 1

Module 1 : Introduction to Marketing Research

Module 2 : Data Collection: Sources and Methods

Module 3 : Sampling Process and Field procedures

Module 4 : Data Analysis and Interpretation

Module 5 : Data Analysis, Interpretation and Report preparation

Paper 3 : Marketing Research 2

Module 1 : Marketing Research Industry

Module 2 : Selected Applications

Module 3 : Role of Technology in Business Research

Module 4 : Preparing and Evaluating Research Proposal

Module 5 : International Marketing Research

Paper 4: Project Study

PG Diploma in Advertising and Communication Management

(Coordinator : Dr. Prateek Kanchan)

Objective:

1. Impart conceptual and application-oriented teaching and training to participants with inclination as well as aptitude in performing various activities related to advertising discipline.
2. It will guide the participants to specialized advertising activities like creativity, media planning and execution and advertising production

Paper 1: General Management and Communication

Paper 2 : Advertising and Communication Management 1

Module 1 : Integrated Marketing Communication

Module 2 : Perspectives on Consumer Behaviour

Module 3 : Communication Process

Module 4 : Budgeting for Advertising

Module 5 : Development, Implementation and Evaluation

Paper 3 : Advertising and Communication Management 2

Module 1 : Media Planning and Strategy

Module 2 : Evaluation Different Media

Module 3 : Direct Marketing

Module 4 : Public Relation, Publicity and Corporate Advertising

Module 5 : International Advertising, Regulation of Advertising and Promotion

Paper 4: Project Study

PG Diploma in Soft skill development and Corporate Communication

(Coordinator : Ms. Shamina Ansari)

Objectives:

1. The program aims to acquaint the present generation with the soft skill since communication is of great importance in the present time.
2. The corporate culture has become so much diversified that this kind of course will altogether be a great aid to the working lot.
3. It will help to enable the students to groom themselves and their personality for better placement as well as for better self-presentation.

Paper 1: General Management and Communication

Paper 2 : Soft Skill development and Corporate Communication 1

Module 1: Personality Development: A must for Leadership and Career Growth

Module 2: Communication Skills: Spoken English, Phonetics, Accent, Intonation

Module 3: Body Language: reveals your Inner Self and Personality

Module 4: Soft Skills: Demanded by Every Employer

Module 5: Resume Writing, Group Discussion and Job Interviews

Paper 3 : Soft Skill development and Corporate Communication 2

Module 1: Corporate Communication (An Understanding about the nuances of it)

Module 2: Corporate Reputation Management and Employee Communication

Module 3: Laws and Ethics in Corporate Communication

Module 4: Written Communication

Module 5: Crisis Communication in corporate structure

Paper 4: Project Study

PG Diploma in Entrepreneurship & Innovation through Design Thinking

(Coordinator : Dr. Mehal Pandya)

Objectives:

1. To provide basic understanding of entrepreneurship concept, functions of entrepreneurs, and problems faced by them in the real world.
2. To impart understanding of basic entrepreneurial skills and knowledge, and acquaint them with special forms of entrepreneurial trends
3. To expose students to the entrepreneurial environment, creating awareness of business opportunities, and familiarizing them with formal practices in effective business plan formation.
4. To provide insights to students on entrepreneurial opportunities, government support services and government policies.
5. To familiarize students with SME sector activities, venture capital financing and international entrepreneurial opportunities.
6. Learning the skills of creativity and innovation for Developing and Contributing to a Creative-Innovation

Paper 1: General Management and Communication

Paper 2 : Entrepreneurship & Innovation through Design Thinking 1

Module: 1 Basic Principles of Management

Module: 2 Essentials of Business Communication

Module: 3 Computer Fundamentals

Module: 4 Basic of Entrepreneurship

Module: 5 Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies

Paper 3 : Entrepreneurship & Innovation through Design Thinking 2

Module: 6 Developing Entrepreneurial Mind-set

Module: 7 Developing a Business Plan

Module: 8 Launching a New Venture:

Module: 9 Introduction to Creativity and Innovation

Module: 10 Developing and Contributing to a Creative-Innovation

Paper 4: Project Study

PG Diploma in Leadership Lessons from Post-Vedic Text Coordinator : Dr. Margie Parikh)

Paper 1: General Management and Communication

Paper 2 :

Topic Summary: Leadership lessons from the king's role

Module-1: Introduction to leadership - then and now

Module overview: This module introduces the basic concepts and frameworks/processes of leadership and management, draws parallels between the role of a king and a contemporary leader, presents an overview of the Vedic and Post-Vedic literature, and orients the students to communication for this course

Module-2: Developing the king for the role

Module overview: This module introduces the king as a leader, role expectations from the king as elucidated in the Post-Vedic texts, and introduces guidelines on what is considered essential training and education for a king so as to encourage the students to reflect on their relevance in present context.

Module-3: Conducting Applied Research

Module overview: The literature developed in a different language, centuries ago, cannot be interpreted correctly without adopting a systematic approach and methods. Similarly, the lessons considered appropriate in the past may not be directly relevant today. Students are sensitized in the discipline of qualitative research in social sciences, and its approaches including hermeneutics.

Module-4: Governance and the role of followers

Module overview: The concept of governance of a State is introduced. The qualities and functioning of the king's associates are discussed. The guidelines on the relationship shared by the king and his associates are introduced.

Paper-3: Topic Summary: Foundation of leadership thought in the post-Vedic texts

Module-1: Introduction to the Indian System of Thought

Module overview: Six Darshanas – roughly speaking, the schools of philosophical thought – are introduced. Selected portions of two Smritis are discussed.

Module-2: Concepts from Upanishads and Puranas Module overview: Major Upanishads on which Shankaracharya has written commentaries, including Bhagavad Geeta are introduced. Narratives from Puranas are discussed so as to highlight the guidelines in action.

Module-3: Concepts from the Vedas Module overview: Selected portions from the Vedas are presented in this module.

Module-4: A perspective on the Eastern and Western Cultures Module overview:

Intended to come full circle, the evolution of thought in the Western and Eastern civilizations and cultures is presented in this module.

Paper 4: Project Study

PG Diploma in Corporate Social Responsibility

(Coordinator : Dr. Ankita Kathiriya)

Course Objective:

This course will be useful to social workers as well as corporate social responsibility departments of any company. India has made mandatory CSR under Companies Act 2013, so every organization requires one person having knowledge about CSR. This course will give immense knowledge about the CSR.

- This course will give the basic knowledge about CSR
- This will help to maintain CSR activities in any corporate sector as well as NGO.
- This course will help to prepare proposals and implementing CSR in a strategic way.

Course Outline

Paper 1: General Management and Communication

Paper 2 : Social Responsibility 1

Module 1: What is CSR and Evolution of CSR

Module 2: Theories of CSR

Module 3: Companies Act 2013 about CSR

Module 4: Rules and Regulation about CSR

Module 5: CSR Policy, CSR as strategic tool

Paper 3: Social Responsibility 2

Module 1: CSR and Corporate Governance

Module 2: Areas of CSR activities under Companies Act 2013

Module 3: CSR accounting and Disclosure and CSR impact assessment and

Audit

Module 4: How to make CSR Proposal

Module 5: Field work and CSR proposal, project for CSR.

Paper 4: Project Study

PG Diploma in Research Methodology (SPSS)

(Coordinator : Dr Mamta Brahmhatt)

Objectives of Course

To have an overview of the ever expanding role of research in various applications

To acquire knowledge of various analytical techniques in research using software

To gain basic understanding of statistical methods and their utility within related areas as a means of summarizing data, making estimates and testing hypotheses.

To acquaint the participants with various statistical methods and statistical software used in research.

Paper 1: General Management and Communication

Paper 2 : Research Methodology (SPSS) 1

Module 1: Introduction to Research Methods

Module 2: Basics of statistics

Module 3: Introducing Software Interface

Module 4: Descriptive Statistics

Module 5: One - Sample Hypothesis Tests, Two- Sample Hypothesis Tests

Paper –3 : Research Methodology (SPSS) 2

Module 1: Univariate, bivariate, Multivariate analysis techniques

Module 2: Nonparametric Methods

Module 3: Factor analysis, cluster and discriminate analysis

Module 4: Correlation and regression analysis, Time series analysis

Module 5: Introduction to E-views and R- Software, Qualitative Analysis

Paper 4: Project Study

PG Diploma in Wealth Management (Assets Management)

(Coordinator : Dr. Jay Desai)

Paper 1 : General Management and Communication

Module 1 : Management & Communication

Module 2 : Financial Accounting

Module 3 : Managerial Accounting

Module 4 : Financial Management

Module 5 : Marketing of Financial Services

Paper 2 : Portfolio Construction & Management

Module 1 : Debt and Equity Assets

Module 2 : Financial Reporting & Analysis

Module 3 : Equity Research

Module 4 : Valuation

Module 5 : Portfolio Construction

Paper 3 : Management of Financial Services & Risk Management

Module 1 : Financial Markets

Module 2 : Market Regulatory Framework

Module 3 : Depository & Custodians, Credit rating and Stock Broking

Module 4 : Mutual Funds, Portfolio Management Services and Hedge Funds

Module 5 : Introduction to Derivatives

Paper 4: Project Study

PG Diploma in Material & Operations Management

(Coordinator : Dr. Nilam Panchal)

In most of the manufacturing firms, the cost of materials is in the range. In order to get equitable return on the investments a reasonably competent management of materials is expected which in turn ensures decreased overall expenses and seamless supply of inputs, simultaneously. This demands a coordinated and well-thought approach towards important decisions regarding materials. Indenting, planning of purchase procedures, standardization procedures, controlling supplies according to demands are some of the responsibilities of a materials management professional. A post graduate diploma in materials management presents a range of opportunities in various domains of business rendering the field avid for certified and knowledgeable professionals.

Course Benefits

P G Diploma in Materials and Operations Management emphasizes on learning models. Study, analyze, and use them to solve case problems. Soon after graduation, it's the best course to enhance academic qualification and strive for professional excellence. On completion, students stand way ahead of competition, ready-to-be-absorbed by the industry. Working professionals can get back to the roots, and develop their understanding about stock and inventory. Also, analyzing the new-age models, they can crack their problems and deal situations, in a smarter way.

Syllabus

Paper 1 : General Management and Communication

PAPER – 2 : Materials Operations Management 1

- 1. Materials Management** –Introduction, Objectives , Benefits of Material Management, Organization of Material Management, Computerization of Material Management , Material Requirement Planning(MRP-I), Manufacturing Resource Planning
- 2. Operations Management-** Introduction, Production Planning and Control, Total Quality Management, Service Operations Management , Logistics and Distribution Management, World class Manufacturing
- 3. Purchasing Management** – Role of Purchasing in Organization, Impact of purchasing on profitability, Organization of purchasing, Purchasing Cycle

4. Purchasing Management Principles and Legal Aspects - Purchase budget, Principles of Purchasing, Purchasing systems, Legal aspects of purchasing, Legal Aspects in Purchasing, Source selection and vendor development evaluation

5. Inventory Management – Need for inventory, Scope and importance of Inventory Control, Inventory Typology, Various costs associated in Inventory Management, Selective Inventory Control Techniques, Economic Order Quantity, Lead Time Analysis, Determination of stock levels and methods, spare parts inventory control

PAPER – 3 : Materials Operations Management 2

1. Stores Management, Transportation and Materials Handling- Objectives of Stores Management, Location of stores, Stores Building and Layout, various types of stores, Storage Procedures, Receiving stores, Store Procedures, Issue Systems, Stores Records, Inspection of Materials, Packaging

2. Logistics and Supply Chain Management - Meaning, Importance, Matching supply chain with products, Supply Chain Management, Manufacturing and Integrated Planning, Business Models and Sourcing, Quality Management, Six sigma & Lean Management Concepts, E- commerce issues in Supply chains, ERP, RFID & Recent Advances in Technology, Theory of Constraints

3. Value Analysis – Importance of value analysis as a cost reduction technique, Make or Buy Decisions, Sub Contracting, Public and Institutional Buying, Risk Management

4. Lead Time Analysis – Effect of Lead Time in Inventory Management, An integrated approach of reduction of lead time

5. Modern Concepts in Material Management – Just in Time application in Material Management,

Paper 4: Project Study

**Gujarat University
Ahmedabad - 380009.**

**B. K. School of Professional and Management Studies
Department of Management Studies
Application Form for Enrolment**

For Office Use Only

Form No.: _____

Date: ____/____/____

Last date for submission of Application form: ____/____/____

Programme Applied For

- | | |
|---|--|
| <input type="checkbox"/> Advertisement and Communication Management | <input type="checkbox"/> Import and Export Management |
| <input type="checkbox"/> Financial Management | <input type="checkbox"/> Banking and Insurance Mgmt |
| <input type="checkbox"/> Human Resource Management | <input type="checkbox"/> Marketing Management |
| <input type="checkbox"/> Market Research | <input type="checkbox"/> Retail Management |
| <input type="checkbox"/> International Business | <input type="checkbox"/> Services Management |
| <input type="checkbox"/> Hospital Management | <input type="checkbox"/> Logistics and Supply Chain Management |
| <input type="checkbox"/> Pharmaceutical Management | <input type="checkbox"/> Soft Skill Development and Corporate Communication |
| <input type="checkbox"/> Leadership Lessons from Post-Vedic Texts | <input type="checkbox"/> Entrepreneurship & Innovation through Design thinking |
| <input type="checkbox"/> Corporate Social Responsibility | <input type="checkbox"/> Research Methodology(SPSS) |
| <input type="checkbox"/> Material & Operations Management | <input type="checkbox"/> Wealth Management |

Personal Details

Name: _____

(Surname)

(Name)

(Father's Name)

Address: _____

Gender: Male Female Other

Date of Birth: ____/____/____

E-mail ID: _____

Mobile No.: _____

Res. Phone No.: _____

Nationality: _____

Category: OPEN/ SC/ ST/ SEBC/ PH (Attach documentary evidence)

Affix your latest
Passport size
Photograph here &
sign across

Academic Qualifications

Sr. No.	Name of Degree	Institution	University	Year of Passing	Marks %/ Grades

Enclosures

1. Duly filled application form for enrolment.
2. Graduation Mark Sheet and Certificates.
3. Caste Certificate, if applicable.

Please Note: All documents must be self- attested.

Terms & Conditions

- Gujarat University reserves the full and final right to decide the admission norms and acceptance of this enrolment application.
- Any attempt to gain admission on the basis of any unfair means would result in automatic dis-qualification from the admission process.
- Fees once paid for any programme would not be refunded under any circumstances.
- A candidate cannot take admission in more than one programme at a time.
- The admission to a candidate for any of the programme is not transferable.
- The candidate would be expected to adhere to Gujarat University's rules and regulations during the complete tenure of the programme.
- Graduates from other than Gujarat University must have to submit PEC (Provisional Eligibility Certificate).

Declaration

- The above information provided by me is true and valid and I am agreeable to produce the Original Mark sheets, Grade certificates etc., as and when required by Gujarat University.
- I have also read and understood the terms and conditions (as mentioned above) of Gujarat University and hereby agree to abide by the same at all times.

Signature of the Candidate _____

Date: _____ Place: _____

*** Application Form + Admission Process → Amount Rs.350.00 (non refundable).**