

### Third Semester

#### **PPM03CMGT01 : BUSINESS POLICY AND STRATEGIC MANAGEMENT –I**

Business Policy as a Field of Study; General Management Point of View; Vision, Mission, Objectives and Policies; Environmental Analysis and Internal Analysis; SWOT Analysis; Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model; Industry Analysis; Concept of Value Chain; Strategic Profile of a Firm; Framework for Analyzing Competition; Competitive Advantage of a Firm.

#### **PM03CNEM01 : NEW ENTERPRISE MANAGEMENT**

Entrepreneurship and Its role in economic development. Problems of industrialization in underdeveloped countries with special reference to India. Industrial Policy, Regulation and control of Industries In India; Mechanics of setting of new enterprise – size and location, optimum units – its meaning and determinants; Size of industrial units in India. Theory of industrial location factors determining the industrial location. Regional distribution of industrial activity in India; Recent trends in the localization of industrial activity in India; Regional planning of industrial activity In India; Feasibility studies; technical, marketing and finance; Managerial problems of new enterprises; production purchasing, Financing labour and Marketing problems facilities provided by different institutions and agencies in India, Finance facilities for new enterprises, Marketing and other facilities.

#### **PM03CBLL01 : BUSINESS LEGISLATION**

The Indian Contract Act, 1872: Essentials of a Valid Contract. Void Agreements, Performance of Contracts. Breach of Contract and its Remedies, Quasi-Contracts, Special Contracts – Indemnity, Guarantee, Bailment, Pledge and Agency.

The Sale of Goods Act, 1930: Formation of a Contract, Rights of an Unpaid Seller.

The Companies Act, 1956: Nature and Types of Companies, Formation. Memorandum and Articles of Association. Prospectus, Allotment of Shares. Shares and Share Capital, Membership Borrowing Powers, Management and Meetings, Accounts and Audit. Compromise Arrangements and Reconstruction, Prevention of Oppression and Mismanagement, Winding Up.

Overview of Consumer Protection Act, Information Technology Act-2000, Right to Information Act – 2005, The Collection of Statistics Act 2008.

#### **PM03CCPR01 : COMPREHENSIVE PROJECT -I**