वाणिज्य एवं व्यवसायपरिषद् से विभागशाखातील
(P.G. DBM & DMM ) या विषयांत अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून लगू करण्यावरील.

परिचय
या परिप्रेक्ष्यावर सर्व संबंधितांना कला‌विभागात येणे की, दिनांक १४ जून २०१८ रोजी संपन्न शाळेला ४२व्या माजी, विधा परिषद बैठकातील ऐनवेळी विषय क्र.४५/४६-२०१८ चा उपाध्यायानांर प्रस्तुत विद्यापीठावर संरचित महाविद्यालयांतील वाणिज्य विभाग अकादमिक वर्ष २०१८-१९ पासून लगू करण्यावर येणे आहे.


2. P.G. – D.M.M. (Diploma in Marketing Management)

सदरील विभाग आणि अभ्यासक्रम प्रस्तुत विद्यापीठात्या www.srtmun.ac.in या संगठनस्थाप्त उपलब्ध आहेत. तरी सदरील बाबा ही सर्व संबंधितांना निर्दशनास आणून शाळेला.

जानकारी पारिश्रमिक,
विभागपुर, नावदी – ४३९ ६०६.
आई.सी.: शैक्षणिक–०१/परिप्रेक्ष्य/पदप्रदाय–संचालकसेवा
अभ्यासक्रम/ २०१८-१९/४४६
दिनांक : २५.०६.२०१८.

प्रामाणीक कार्यावधी आहे:

१) माजी कृत्यसंचालन यांचे कार्यालय, प्रस्तुत विभागांत.
२) माजी विभागांक, परीक्षा व व्यवस्थापन मंडळ, प्रस्तुत विभागांत.
३) प्रारंभ, सर्व संबंधित संरचित महाविद्यालयांचे, प्रस्तुत विभागांत.
४) उपकारसंचालन, पदप्रदाय विभाग, प्रस्तुत विभागांत.
५) सहायक कृत्यसंचालन, पात्रता विभाग, प्रस्तुत विभागांत.
६) सिस्टम एक्सपेर्ट, शैक्षणिक विभाग, प्रस्तुत विभागांत.
Swami Ramanand Teerth Marathwada University, Nanded

Syllabus

Diploma in Business Management (DBM)

Paper I – Principles of Business Management

Marks : 100 (75 +25)

Learning Objectives :

☐ To study historical review of Management
☐ To understand the basic principles of management
☐ To evaluate new trends in management

Unit 1 : Introduction to Management

- Meaning and Definition of Management
- Characteristics and Importance of Management
- Functions of Management
- Administration Vs. Management
- Management as a Profession
- Argument for and against professionalization of Management
- Levels in Management

Unit 2 : Management Thinkers

- Chanakya
- F.W. Taylor
- Henry Fayol
- Peter Drucker
- Max Weber
- George Elton Mayo
- Mahatma Gandhi
Unit 3: Planning and Decision Making

• Meaning and Definition of Planning
• Characteristics and Importance of Planning
• Planning Process
• Types of Plans
• Meaning and Definition of Decision Making
• Characteristics and Importance of Decision Making
• Process of Decision Making
• Types of Decision Making

Unit 4: Organisation

• Meaning and Definition of Organisation
• Characteristics and Importance of Organisation
• Types of organization
• Delegation of Authority
• Centralisation and Decentralisation
• Span of Management

Unit 5: Staffing

• Meaning and Definition of Staffing
• Characteristics and Importance of Staffing
• Process of Staffing
• Meaning and Definition of Recruitment
• Sources of Recruitment with its merits and demerits

Unit 6: Motivation

• Meaning and Definition of Motivation
• Characteristics and Importance of Motivation
• Types of Motivation
• Need Hierarchy Theory
• Theory X and Y
• Theory Z
• Two Factor Theory
Unit 7 : Co-ordination and Control

- Meaning and Definition of Co-ordination
- Characteristics and Importance of Co-ordination
- Principles of Co-ordination
- Meaning and Definition of Control
- Characteristics and Importance of Control
- Process of Control

Unit 8 : Business Ethics

- Meaning and Definition of Business Ethics
- Characteristics and Importance of Business Ethics
- Factors affecting Business Ethics
- Corporate Governance
- Corporate Social Responsibility

Unit 9 : Recent Trends in Management

- Management by Objective
- Management Information System
- 6 Sigma
- Knowledge Process Outsourcing
- Enterprise Risk Management
- Business Process Re-engineering

Recommended Books

1. Principles of Management : T. Ramasamy, Himalaya Publishing House
7. Chanakya on Management – Ashok Garde - JAICO
Paper II – Introduction to Accounting and Statistics

Marks : 100 (75 +25)

Learning Objectives :

- To understand basic concepts of accounting
- To get working knowledge of accounting cycle
- To understand basic concepts of statistics
- To use statistics for quantitative analysis of business

Part A : Introduction to Accounting

Unit 1 : Introduction to Accounting

- Historical Review of Accounting
- Meaning and Definition of Accounting
- Need, Objectives and Branches of Accounting
- Accounting Concepts and Conventions
- Classifications of Accounts and Rules of Debit and Credit
- GAAP
- Accounting Standards
- Book Keeping vs. Accounting

Unit 2 : Accounting Cycles

- Journal
- Ledger
- Trail Balance
- Numerical Examples

Unit 3 : Subsidiary Books

- Cash Book
- Purchase Book
- Sales Book
- Purchase Return Book
- Sales Return Book
- Bills Receivable Book
- Bills Payable Book
• Journal Proper
• Numerical Examples

Unit 4: Final Accounts of Sole Trader

• Capital, Revenue and Deferred Revenue Expenditure
• Capital and Revenue Receipts
• Capital and Revenue Profit and Loss
• Principles Preparing Trading and Profit and Loss Accounts
• Balance Sheet
• Adjustments
• Numerical Examples

Part B: Introduction to Statistics

Unit 1: Introduction to Statistics

• Historical Review of Statistics
• Meaning and Definition of Statistics
• Importance and Limitations of Statistics
• Primary and Secondary Data
• Collection of Data
• Sampling and its types

Unit 2: Measures of Central Tendency

• Definition, Objectives and Characteristics of Measures of Central Tendency
• Mean, Median and Mode
• Quartile, Deciles and Percentiles

Unit 3: Measures of Dispersion and Skewness

• Meaning, Definition and Properties of Dispersion
• Range
• Quartile Deviation
• Mean Deviation
• Standard Deviation
• Skewness

Unit 4: Measures of Relations

• Meaning, Definition and Use of Karl Pearson’s Correlation Coefficient
• Meaning, Definition and Utility of Regression Analysis
Recommended Books:

2. Statistical Analysis : S.P. Gupta, Sultan Chand & Sons
Paper III – Functional Management

Marks : 100 (75 +25)

Learning Objectives :

❖ To understand different functions of management
❖ To Study basic functions of HRM, Marketing and Finance
❖ To use management functions in real life problems

Unit 1 : Introduction to Human Resource Management

• Evolution, Origin and Development of HRM
• Meaning and Definition of HRM
• Nature and Scope of HRM
• Functions of HRM
• Objectives of HRM
• Role of HRM
• Importance of HRM

Unit 2 : Job Analysis and Human Resources Planning

• Job Design
• Job Rotation
• Job Enlargement
• Job Enrichment
• Job Analysis
• Job Description
• Job Specification
• Meaning and Definition of Human Resources Planning
• Benefits of Human Resources Planning
• Process of Human Resources Planning

Unit 3 : Employee Training

• Meaning of Training
• Assessment of need of Training
• Importance of Training
• On the Job Methods of Training
• Off the Job Methods of Training
Unit 4: Introduction to Marketing Management

- Meaning and Definition of Marketing
- Features of Marketing
- Importance of Marketing
- Classifications of Marketing Functions
- Marketing Mix
- Market Segmentation

Unit 5: Product and Price Management

- Product Mix
- Factors Influencing Product Mix
- Product Planning
- Product Development
- Product Life Cycle
- Pricing - Meaning
- Factors Affecting Pricing

Unit 6: Distribution and Promotion Management

- Marketing Channel: Meaning and Definition
- Functions of Channels of Distribution
- Factors Affecting Choice of Channel of Distribution
- Marketing Channels for Consumer and Industrial Goods
- Promotion: Meaning and Definition
- Advertising
- Importance of Advertising
- Types of Advertising

Unit 7: Introduction to Financial Management

- Meaning and Definitions of Financial Management
- Nature and Scope of Financial Management
- Functions of Financial Management
- Goals of Financial Management
- Sources of Financial Information

Unit 8: Capitalisation

- Meaning and Need of Capitalisation
- Over Capitalisation: Meaning, Causes, remedies and Disadvantages
- Under Capitalisation: Meaning, Causes, remedies and Disadvantages
Recommended Books:

Paper IV – Business Environment and Legal Framework

Marks : 100 (75 +25)

Learning Objectives :

- To understand theoretical framework of Business Environment
- To assess impact of International and Technological environment on a business
- To study different legal provisions for effective management of business

Unit 1 : Introduction to Business Environment

- Introduction, Meaning and Definition of Business Environment
- Features of Business Environment
- Concepts of Vision & Mission Statements
- Types of Environment – Internal and External
- Micro and Macro Business Environment

Unit 2 : Forms of Businesses in India

- Meaning, Definition, Advantages and Disadvantages:
  - Sole Trader
  - Partnership
  - Limited Liability Partnership
  - Company
  - Co-Operative Society
  - Public Sector Units

Unit 3 : Trends in Indian Economy

- Liberalization
- Privatization
- Globalization
- Public Sector Units
- Mudra Scheme
- Make in India
- Skill Development in India

Unit 4 : Emerging Trends in Business

- Concepts, Advantages and Limitations:
  - Network Marketing
Unit 5: Sales of Goods Act, 1930
- Formalities of a Contract of Sale
- Provisions relating to conditions and Warranties
- Provisions relating to transfer of property or ownership
- Provisions relating to performance of Contract of Sale
- Rights of Unpaid Seller
- Rules as to delivery of goods.

Unit 6: Negotiable Instruments Act, 1881
- Negotiable Instruments - Meaning, Characteristics, Types, Parties
- Holder and holder in Due Course
- Negotiation and Types of Endorsements
- Dishonour of Negotiable Instrument - Noting and Protest
- Liability of parties on Negotiable Instrument

Unit 7: The Consumer Protection Act, 1986
- Definitions of Consumer
- Complainant, Goods, Service
- Meaning of Consumer Dispute
- Complaint - Unfair Trade Practices
- Restrictive Trade Practices
- Rights of Consumers
- Consumer Disputes Redressal Agencies

Unit 8: The Contract Act, 1871
- Nature and classification of contracts
- Essential elements of a valid contract
- Offer and Acceptance
- Consideration
- Competent Parties
- Provisions relating to free consent
- Void Agreements
- Provisions relating to performance and discharge of contract
- Breach of contract - Meaning and remedies
Recommended Books

2. Business Environment – Francis Cherunilam – Himalaya Publication House
5. Elements of Mercantile Laws - N.D.Kapoor – Sultan Chand & Sons
6. Bare Text of the Relevant Act
Paper V – Training and Project Work

Marks : 100 (30 + 50 + 20)

1 Months Training – 30 Marks
Project – 70 Marks (Project – 50 Marks and External Viva-Voce 20 Marks)

The training is aimed at the following objectives:

- To provide an extensive exposure to the student and hands-on experience in a corporate environment
- To ensure that the corporate gets adequate support from the student during the training so that there is a mutual return of experience and learning
- To provide a platform for the corporate to test the reliability, quality and performance of the student and make a match for final job offer later, if they so deem fit.
- The student will be required to abide by the rules of the organization where he/she is undergoing training.

The rationale behind this Project Work is to:
- Expose students to the various operational and practical aspects of business.
- Help students to apply the concepts learned in the theory classes &
- Sharpen writing skills of students

Considering the importance of Project Work for the program the following guidelines are drawn:
- The Project should be carried out under a Guide
- Project can be guided by any Permanent Faculty of the Institute
- Project must be on the Business where student already taken training of one month
- Certificate of training must be attached to the Project
- Project Work could be:
  - A Field Survey
  - Comprehensive Case study on the functioning of a business unit with minimum more than 30 Employees
- The Project must be typewritten and hard bound form
- Project must be in English
Paper Pattern

External Exam
1. All questions carry equal marks
2. Simple calculator is allowed
3. Question Number 1 is compulsory and write any FOUR questions from question number 2 to 7

Internal Exam

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<td>02</td>
<td>Power Point Presentation on Subject Related Current Topic</td>
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