यरिप्रत्रक

या परिप्रेक्ष्याच्या सर्व संबंधितांचा कार्यान्वयन येते की, दिनांक १४ जुन २०१८ रोजी संपन्न झालेल्या ४१व्या मासी बिधा परिषद बैठकसंग्राम ऐतिहासिक विषय क्र०.५६/४६-२०१८ व्या उद्योगानुसार प्रस्तुत विद्यापीठात्यांचा संगठित महाविद्यालयांतील वाणिज्य विधाशास्त्रशील पद्धतीर खासील विषयांना C.B.C.S. (Choice Based Credit System) Pattern वा अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून लगू करण्यावर येत आहे.


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

सदरीलांच्या परिप्रेक्ष्य व अभ्यासक्रम प्रस्तुत विद्यापीठात्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील वाच इंग्लिश सांस्कृतिकी विषयांच्या निर्देशनास आणणुण शाखा.

ज्ञानीत्व परिसर,
विषयानुसार, नांदेड – ४३१ ६०६.
आजः: शैक्षणिक-०१/परिप्रेक्ष्य/रंगमंच–सांस्कृतिकी
अभ्यासक्रम/२०१८-१९/४६
दिनांक : २५.०६.२०१८.

व्याशालि /
उपकूलसमिति
शैक्षणिक (२—अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यावाहीसाठी:
1) मा. कृष्णचन्द्र यांचे कार्यकारी, प्रस्तुत विधापीठ.
2) मा. संगठनातील प्रशिक्षणाचे मूल्यमापन मंडळ, प्रस्तुत विधापीठ.
3) प्राचार्य, सर्व संबंधित संगठित महाविद्यालयांना, प्रस्तुत विधापीठ.
4) साहित्यक तुल्यस्मृति, पद्धतीर विभाग, प्रस्तुत विधापीठ.
5) साहित्यक तुल्यस्मृति, पद्धतीर विभाग, प्रस्तुत विधापीठ.
6) सिस्टेम एसपार्ट, शैक्षणिक विभाग, प्रस्तुत विधापीठ.
Syllabus
Diploma in Marketing Management (DMM)

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 – Marketing Management - I

Marks : 100 (75 + 25)

Learning Objectives :

Ø To Understand basic concepts of Marketing
Ø To motivate students to implement theory in practice

Unit 1 : Introduction to Marketing Management

- Definition, Functions and Importance of Marketing
- Core concepts of Marketing -
  a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
  b) Goods – Service Continuum, Product, Market
  c) Customer Satisfaction, Customer Delight.
  e) Holistic Marketing Orientation & Customer Value

Unit 2 : Marketing Environment

- Meaning and Definition of Marketing Environment
- Macro Environmental Factors
  o Demographic Environment
  o Political Environment
  o Economic Environment
  o Socio-Cultural Environment
  o Technological Environment
  o Natural Environment
  o Legal Environment
- Micro Environment
  o Industry & Competition
  o Concept of Market Potential & Market Share

Unit 3 : Consumer Behaviour

- Meaning and Definition
- Factors Influencing Consumers Buying Behaviour
- Steps in Buying Decision

Unit 4 : Marketing Mix and Segmentation

- Meaning and Definition and Importance of Marketing Mix and Market Segmentation
- Elements of Market Mix – Product, Price, Promotion and Place
• Factors Influencing Marketing Mix
• Bases for Market Segmentation of consumer goods, industrial goods and service
• Market Targeting and positioning strategies

Unit 5 : Product
• Product Mix
• Factors Influencing Product Mix
• Product Planning
• Product Development
• Product Life Cycle

Unit 6 : Price
• Price – Meaning and Definition
• Factors Affecting Determination of Price
• Pricing Methods

Unit 7 : Distribution
• Marketing Channel : Meaning and Definition
• Functions of Channels of Distribution
• Factors Affecting Choice of Channel of Distribution
• Marketing Channels for Consumer and Industrial Goods

Unit 8 : Promotion
• Promotion : Meaning and Definition
• Elements of Promotion Mix
• Factors Influencing Promotion Mix
• Advertising
• Importance of Advertising
• Types of Advertising

Recommended Books:
1. Marketing Management – Philip Kotler – PEARSON Publication
Paper IV – Marketing Management – II

Marks : 100 (75 +25)

Learning Objectives :

- To Understand basic concepts of Marketing
- To motivate students to implement theory in practice

Unit 1 : Marketing Research

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

Unit 2 : Types and Process of Marketing Research

- Types of Marketing Research
- Stages in Marketing Research Process
- Scope of Marketing Research Function
- Limitations of Marketing Research

Unit 3 : Service Marketing

- Foundation of services marketing
- The services concept
- Service Industry
- Nature of Services
- Characteristics of Services
- Classification of Services
- Importance of Services Marketing
- The Growth in Services – Global & Indian Scenarios

Unit 4 : Marketing Information System

- Information
- Marketing Information
- Market Information
- Importance, Benefits and Characteristics
- Development of MIS
- Requisites of Good MIS
Unit 5 : Rural Marketing

- Meaning
- Importance of Rural Markets
- Increasing Competition in Urban Markets
- Socio-economic Changes in Rural India
- Size of the Rural Market
- The Rural Consumer
- Myths about Rural Market
- Marketing Mix for the Rural Markets

Unit 6 : Brand Management

- Meaning and Definition of Brand
- Importance of Branding
- Reasons for Branding
- Types of Brand
- Brand Equity

Unit 7 : Recent Trends in Marketing

- Direct marketing
- Network Marketing
- Green marketing
- Online Marketing
- Social Marketing

Unit 8 : Introduction to International Marketing

- Introduction
- Scope of International Marketing
- International Marketing vs. Domestic Marketing
- Principles of International Marketing
- Benefits of international marketing.

Recommended Books
1. Marketing Research – Richa Arora and Nitin Mahankale – PHI Publication
5. Business & Corporate Laws - Gulshan Kapoor – Sultan Chand & Sons
6. Elements of Mercantile Laws - N.D.Kapoor – Sultan Chand & Sons
Paper V – Training and Project Work

Marks : 100 (30 + 50 + 20)

1 Months Training – 30 Marks
Project – 80 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 :
  o A Field Survey
  o 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

<table>
<thead>
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<th>Sr</th>
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<tbody>
<tr>
<td>01</td>
<td>2 Tests</td>
<td>10</td>
</tr>
<tr>
<td>02</td>
<td>Power Point Presentation on Subject Related Current Topic</td>
<td>10</td>
</tr>
<tr>
<td>03</td>
<td>Seminar</td>
<td>05 25</td>
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