



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ

नांदेड— ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY

NANDED-431606, MAHARASHTRA STATE, INDIA.

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade



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वाणिज्य व व्यवस्थापन विद्याशाखेतील
(P.G. DBM & DMM) या
विषयाचा अभ्यासक्रम शैक्षणिक वर्ष
२०१८-१९ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक १४ जून २०१८ रोजी संपन्न झालेल्या ४१व्या मा. विद्या परिषद बैठकीतील ऐनवेळेचा विषय क्र.१५/४१-२०१८ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील वाणिज्य विद्याशाखेतील पदव्युत्तर स्तरावरील खालील विषयांचा C.B.C.S. (Choice Based Credit System) Pattern चा अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून लागू करण्यात येत आहे.

1. P.G. – D.B.M. (Diploma in Business Management)

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

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड – ४३१ ६०६.

जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदव्युत्तर-सीबीसीएस
अभ्यासक्रम/ २०१८-१९/२४६

दिनांक : २५.०६.२०१८.



स्वाक्षरित / –

उपकुलसचिव

शैक्षणिक (१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

Swami Ramanand Teerth Marathwada University, Nanded
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
2. Innovating Lean Six Sigma: A Strategic Guide To Deploying The World's Most Effective Business Improvement Process - Kimberly Watson-Hemphill and Kristine Nissen Bradley – McGraw Hill Publication
3. Enterprise Resource Planning - ALEXIS LEON – McGraw Hill Publication
4. Management Information System – Waman Jawadekar – McGraw Hill Publication
5. Turnaround Management with Business Process Re-Engineering – O.P. Agrawal - Himalaya Publishing House
6. Gandhian Management – Ram Pratap – JAICO
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:

1. Fundamentals of Accounting, P.C. Tulsian, McGraw Hill Publication
2. Statistical Analysis : S.P. Gupta, Sultan Chand & Sons
3. Business Statistics : S.C. Gupta, Himalaya Publishing House
4. Business Statistics : Harkal and Choudhary, Vidya Prakashan

Paper III – Marketing Management - I

Marks : 100 (75 + 25)

Learning Objectives :

- ☞ To Understand basic concepts of Marketing
- ☞ 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.
 - d) Approaches to Marketing – Product – Production – Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing.
 - e) Holistic Marketing Orientation & Customer Value

Unit 2 : Marketing Environment

- Meaning and Definition of Marketing Environment
- Macro Environmental Factors
 - Demographic Environment
 - Political Environment
 - Economic Environment
 - Socio-Cultural Environment
 - Technological Environment
 - Natural Environment
 - Legal Environment
- Micro Environment
 - Industry & Competition
 - 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
2. Marketing Management – Dhruv Grewal and Michael Levy – McGraw Hill Publication
3. Marketing Management – Rajan Saxena – McGraw Hill Publication
4. Marketing Management – V.S. Ramaswamy and S. Namakumari – Om Books
5. Marketing Management – Biplab S. Bose, Himalaya Publishing House

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
2. Marketing Management – R S N Pillai – S. Chand
3. Marketing Management – Rajan Saxena – McGraw Hill Publication
4. Marketing Management – M. Govindrajan – PHI
5. Business & Corporate Laws - Gulshan Kapoor – Sultan Chand & Sons
6. Elements of Mercantile Laws - N.D.Kapoor – Sultan Chand & Sons
7. International Marketing – R. Srinivasan – PHI

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 :
 - 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

Sr	Particulars	Marks
01	2 Tests	10
02	Power Point Presentation on Subject Related Current Topic	10
03	Seminar	05
		25

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