



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.

परिपत्रक

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 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
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 – 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:

1. Personnel and Human Resources Management – P. Subba Rao – Himalaya Publishing House
2. Organisational Behaviour and Human Resource Management – Dr. Jitendra Kumar – Khanna Publishers
3. Marketing Management – Philip Kotler – PEARSON Publication
4. Marketing Management – Dhruv Grewal and Michael Levy – McGraw Hill Publication
5. Financial Management – Khan and Jain – McGraw Hill Publication
6. Financial Management – P. V. Kulkarni – Himalaya Publishing House

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

- Franchising
- Business Process Outsourcing (BPO)
- E-Commerce
- M-Commerce

Unit 5 : Sales of Goods Act, 1930

- Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale
- 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

1. Business Environment – M.B. Shukla – Taxman’s Publication
2. Business Environment – Francis Cherunilam – Himalaya Publication House
3. Business Environment – K. Aswathappa – Himalaya Publication House
4. Business & Corporate Laws - Gulshan Kapoor – Sultan Chand & Sons
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

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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