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NORTH MAHARASHTRA UNIVERSITY, JALGAON.

Syllabus of the One Year (DBM) Diploma in Business Management

w.e.f. 1997 - 98

1. Eligibility of the candidate seeking admission to the One Year Diploma Course in Business Management :
 - a. Pass in the Bachelor's Examination of this University or any other statutory Indian University or recognised foreign University.
OR
 - b. Pass in the three Years Diploma Course recognised by the AICTE or DTE or State Government, ~~having passed the same course after passing HSC Examination.~~ *With two years Works Experience after passing the Diploma.*
OR
 - c. Pass in HSC Examination with minimum 3 years work experience in any commercial or industrial establishment.
OR
 - d. Pass in SSC Examination with minimum 5 years experience in any commercial or industrial establishment.
2. The Candidate mentioned at serial no. 1 shall produce the certificate of his present experience.
3. Admission shall be restricted to a division of 60 students to be divided into 2 batches of 12 students each for the purpose of computer practicals, Seminar, Group Discussion, Field Work Study Etc.
4. The medium of instruction shall be English or Marathi.

Structure of the Course

The course will be of one Year's duration and will consist of the following 6 papers and field work report and viva-voce as a separate head of passing.

1. Principles and Practice of Management Science and Personal Management.
2. Business Accounting and Financial Management.
3. Marketing Management.
4. Principles of Managerial Economics and Business policy.
5. Computer Awareness.
6. Field Work study - Report and Viva-voce.

Examination System and Standards of Passing :-

1. Each Paper will be of 3 hours duration and will carry 100 marks - 60 marks being assigned for written paper and 40 marks being reserved for internal credit based on continuous assessment.

Internal Credit of 40 marks will be granted on the following basis :

- a. Tutorial Test... 10 marks (4 tutorial exercises per paper in a year)
- b) Seminars 10 marks (4 seminars in y Year)
- c) Termend Examinations... 20 marks.

Marks of the internal credit must be communicated by the Institute to the University office before 31st march every year.

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Due emphasis will be placed on case studies in the Thesis papers.

~~The minimum standard of passing will be 10 marks in each paper and 40 of passing.~~

3. Every student must complete the field work report of not less than 2500 words and submit the copy of the report to the Director of the Institute before 31st January. The report must be based on first hand studies of managerial aspect of an industry or establishment. The internal assessment will be done by the project guide duly approved by the institute and the same will carry 20 marks. The project guide must be the duly approved post-graduate, recognised teacher having minimum 5 years teaching professional experience or industrial executive having minimum 10 years administrative experience.

1. Principles and Practices of Management Science.

- 1) Administration, Organisation and Management.
- 2) Functions of Management.
- 3) Organisation Structure.
- 4) Communication.
- 5) Office Management and Administration.

2. Business Accounting and Financial Management.

- 1) Understanding of final accounts of limited companies.
- 2) Interpretation of final accounts-ratio analysis-cash Flow statement Sources and Application Funds
- 3) Elements of Costs - Material, Labour and overhead.
- 4) Elementary study of Marginal Costing, Standard Costing and Reconciliation of Financial and cost Accounting.

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4. Principles of Managerial Economics and Business Policy.

- 1) Nature, Scope and Significance of Economic Science - Importance of economic back ground to management.
- 2) Organisation of production.
- 3) Demand Analysis.
- 4) Market Structure.
- 5) Keynesian Analysis.
- 6) International Trade.
- 7) Industrial Trade.
- 8) New Industrial Policy
- 9) Business Policy and strategy.

5) Computer Awareness.

The objectives of this paper is to help students become knowledgeable users of computer technology and resources for managerial decisions making.

The following topics should be covered :-

- Computer Systems
- Peripherals
- Application Software
- Word Processors
- Data base Spreadsheets.

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- 1.A. Personnel Management and Industrial Relations:
- 1) Personnel Management - scope and development - functions of the Personnel Manager.
 - 2) Organisation of Personnel Department.
 - 3) Remuneration and incentives.
 - 4) Industrial Relations.
 - 5) Industrial Disputes.
 - 6) Techniques of Manpower Planning.
2. Marketing Management
- 1) Role and Functions of Marketing Manager.
 - 2) Marketing planning, including sales forecasting and
 - 3) Marketing policies.
 - 4) Marketing control.
 - 5) Advertising Mechanism
 - 6) Buyers Behaviour.