

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 of any other statutory Indian University or recognised foreign University.
  - OR
  - b. Pass in the three Years Diploma Course recognised by the AICTE or BTE or State Government ~~having passed the same course after passing HSC.~~  
*Examination with two years work 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 FSC Examination with minimum 5 years experience in any commercial or industrial establishment.
2. The Candidate mentioned at serial no. c. or shall produce the certificate of his present experience.
3. Admission shall be restricted to a division of 60 students to be divided into 6 batches of 10 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 a 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.

Due emphasis will be placed on case studies in the final report.

2. - The minimum standard of passing will be 50 marks in the paper and 50% of passing.

3. Every student must complete the final assignment which is not less than 2500 words and submit the copy of the report to the Director of the Institute before 31st January. The report shall be assessed on the hand studies of managerial assistant in industry or established firm. The internal assessment will be done by the principal guide only. The report of the Institute and the same will be sent to the Director. The project shall be supervised by the duly approved instructor/ professional teacher having minimum 5 years teaching professional experience or industrial experience having minimum 10 Years Administrative experience.

THE SYLLABUS

2020/2021

1. Foundations and Practice of Management Science.

- 1) Administration, Organization and Management.
- 2) Functions of management.
- 3) Organizational structure.
- 4) Communication.
- 5) Human Resource Management and Motivation.

2. Business Applications of Financial Management.

- 1) Understanding of financial statements of limited companies.
- 2) Interpretation of financial statements through analysis of Profit and Loss Statement, Balance Sheet and Financial Ratios.
- 3) Elements of Cost Accounting, Labour and Overhead.
- 4) Elementary study of Financial Accounting, Standards, Journals and Reconciliation of Financial and Cost Accounting.

## Cont.. 3

### 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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# Cont. 4

- 1.4. Personnel Management and Industrial Relations
- 1) Personnel Management - Scope and development - Functions of the Personnel Manager.
  - 2) Organisation of Personnel Department.
  - 3) Recruitment and Incentives.
  - 4) Industrial Relations.
  - 5) Industrial Disputes.
  - 6) Techniques of Labour Planning.
3. Marketing Management
- 1) Role and Functions of Marketing Manager.
  - 2) Marketing Mix (4Ps) - Product, Price, Promotion, Place.
  - 3) Marketing Research.
  - 4) Marketing Strategy.
  - 5) Ad Campaigns (Extension).
  - 6) Sales Promotion.

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