

61

RS 1 0 = 0 0

। अंतरी घेटवू ज्ञानज्योत ।।



NORTH MAHARASHTRA UNIVERSITY,
JALGAON

Revised Syllabus for

Diploma in Business Management

(DBM)

(W.e.f. June, 2005)

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Revised Structure for Diploma In Business Management
(DBM)
(W.e.f.June,2005)

- 101 Management Principels and Personnel Management
- 102 Business Accounting and Financial Management
- 103 Marketing Management
- 104 Basic Economics Concepts
- 105 Computer Awareness
- 106 Project Report

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Diploma In Business Management
(DBM)
Structure of a Course Equivalence
(W.e.f.June,2005)

| NEW | | OLD | |
|------------|--|------------|--|
| 101 | Management Principels and Personnel Management | 101 | Principels and Practices of Management Science |
| 102 | Business Accounting and Financial Management | 102 | Business Accounting and Financial Management |
| 103 | Marketing Management | 103 | Marketing Management |
| 104 | Basic Economics Concepts | 104 | Principles of Managerial Economics and Business Policy |
| 105 | Computer Awareness | 105 | Computer Awareness |
| 106 | Project Report | 106 | Field Work Report |

Diploma In Business Management

(D.B.M)

101) Management Principals And Personnel Management

(W.e.f.June.2005)

- I) **Introduction** - Management- Administration - Organization - Definition, Scope and importance of management - Evolution of management thought, Contribution of Taylor and Fayol, Schools of Management thought, MBO, Principles of Management, Functions of Management
- II) **Planning:** - Nature and purpose and need for planning, Steps in Planning, Forecasting Decision making - Types and Steps
- III) **Organizing:** -Need, Organizational Structure, Organization charts, Departmentation, types of Organizational Structures.
- IV) **Staffing and Direction:** - Selection and Training, performance appraisal introduction, wages and salary management.
- V) **Controlling and Co-Ordination:** -Devices of Control, Control Process, and Techniques of Co-ordination.
- VI) **Modern Management Concepts:** -Liberalization, privatization, globalization, TQM, Japanese Management, lifetime employment, JIT inventory ISO certification, environment friendly packaging.
- VII) **Personal Management**
Objectives, Scope, Qualities of Manager, Organization of personal Department.

References: -

1. Principals of Management - Koontz & O'donnel
2. Management and Organization -
3. Principals of Management -Sherlekar
- 4 Fundamentals of Management -M. S. Smarth
- 5 Management-A Global perspective-Wehrich /Koontz
6. Management Process -R. S. Davar.

(2)

Diploma In Business Management(D.B.M)

102) Business Accounting And Financial Management

(W.e.f.June,2005)

- 1.1 **Management Accounting - Meaning -Objectives -Uses**
- 1.2 **Financial Accounting - meaning - objectives -uses**
- 1.3 **Cost Accounting -meaning - objectives - uses**
- 1.4 **Concepts in books keeping - Journal, ledger, assets, liabilities, capital, cost, revenue expenditure, capital expenditure, capital receipts, revenue receipt, deferred revenue expenditure, current assets, fixed assets, intangible assets, current liabilities, Trial Balance, Final accounts.**
- 2 **Ratio analysis, cash flow and fund flow statement**
- 3 **Elements of Cost**
 - 3.1 **Materials-Store ledger, FIFO, levels**
 - 3.2 **Labour-Time Keeping and booking, labour turnover**
 - 3.3 **Overheads-Allocation and apportionment of overheads**
- 4 **Understanding of final accounts of limited companies**
- 5 **Marginal costing, standard costing.**

Diploma In Business Management

103) Marketing Management

(W.e.f.June,2005)

- 1) **Marketing-Definition - Classification -Functions- Marketing Manager, his functions and qualities - core concepts of marketing - modern concept of marketing.**
- 2) **Marketing planning - marketing mix - new product development process - Market forecasting - marketing strategies - product life cycle.**
- 3) **Consumer Behaviours- definition, Factors influencing, importance, models of consumer behavior. - Howard - sheth, family decision making Engel - kollat , Black well, economic - motivational- consumerism-Issues**

- 4) Channels of distribution / Physical Distribution of logistics - Types, Channel Design, Channel choice- models of Transportation order, Economic order processing, inventory, warehousing, insurance, transportation cost.
- 5) Branding, Packaging Grading, Need, Brand types, patents, Copyrights, trade marks
- 6) Packaging - need, functions.
- 7) Advertising and sales promotion - Role of advertising, ethics in advertising advantages - Sales Management, Selection of staff, sales territories, sales quota, qualities of a good salesman.

Books: -

- | | |
|---|------------------|
| 1. Principles and Practices of Marketing in India | - C. B. Mamoria |
| 2. Handbook of international marketing | - Stanley R. C |
| 3. Marketing Management | -S. A. Sherlekar |
| 4. Marketing Management & Grover | -T. N. Chabhara |
| 5. Marketing | - G. B. Giles |

Diploma In Business Management

104) Basic Economics Concepts

(W.e.f.June,2005)

- 1) Nature, Scope and significance of Managerial Economics
- 2) **Demand Analysis:** -Concept & meaning of demand, Law of Demand, elasticity of demand, Determinants Of Demand, Exception to the Law of Demand, Law of diminishing marginal utility, law Of equimarginal utility
- 3) **Supply Analysis:** - Law of Supply, meaning, meaning of production, diminishing marginal product, Return to scale, the least cost input Combination Cost Concepts (Long Run, Short

Run, Opportunity Cost, Marginal Cost, Average Cost, Variable cost their relationship

4. **Market Structure:** - Meaning and characteristic of perfect competition, monopoly, monopolistic competition & Oligopoly equilibrium-price-output determination under each market structure.
5. **Keynesian Analysis:** - Keynesian theory of income & employment. Criticism of classical theory.
6. **International Trade:** - Need for a separate theory of international trade, theories of international trade (Ohlin's theory, Ricardian theory)
7. **New Industrial Policy (1991):** -Critical evaluation of new Industrial Policy.

Reference Books

- 1) **An introduction to Positive Economics** - R.G.Lipsey
- 2) **Modern Economics Theory:** - K K Dewett
- 3) **Economics-** Paul A S. & W D Nerdhan (14th edition)
Mc Graw Hill Publication Inc 1992

Diploma In Business Management

105) Computer Awareness

(W.e.f.June.2005)

1. Computer Fundamentals

- 1.1 Definition of Computer, Block diagram of computer, types of Memory, RAM, ROM, Characteristics of computers type of computers.
- 1.2 Input devices Keyboard, Mouse, Scanners
Output devices: - Monitor, Printer
- 1.3 Storage Devices: Floppy disk, Hard disk CD-ROM
- 1.4 Networks: - Definition, types of network LAN, WAN, MAN Advantages of Networking Concepts of

internet Terns client, Server, Domain, WebPages, Website, Protocol, software's Hardwires, requirements for internet, Modem, Internet Applications, E-mail working

Operating System: -

- 2.1 Introduction of operating systems, functions, features of DOS, windows, Unix, Linux
- 2.2 Introduction of windows 2000
Windows Basics, Icons, Desktop, My computer, Network Neighborhood, Windows Explorer, My Documents, Working with windows, title bar, menu bar, toolbars, status bar

M. S. Office 2000

- 3.1 Introduction to M.S. Office, using clipboard, cut, copy, paste, using different fonts formatting text, inserting and formatting picture.
- 3.2 MS-word word basics, formatting text, printing documents, inserting headers and footers, inserting columns, inserting and formatting graphics, inserting tables, mail Merge.
- 3.3 MS-Excel - Excel Basic, Spreadsheet features, inserting, deleting hiding, undoing rows and columns, borders shading, inserting, and deleting sheets, setting print area printing a sheet, setting margins, using different kinds of functions and formulas, creating charts, formatting charts, goal seek, sorting and filtering tables.
- 3.4 MS-Power point: -
Creating a presentations,* creating and deleting slides, giving background, applying templates, Inserting objects and graphics aid slides, organization chart, printing slides, giving animations transaction effects to slides, previewing a rehearsing slides shows.

=====**XXX**=====

C:\Smit\SYLLABUS\SYLLABUS-05-06\DBM-05-06-1\DBM-05-book.doc

Published by : The Registrar, North Maharashtra University, Jalgaon
Printed by : Academic, Admission & Eligibility Section,
North Maharashtra University, Jalgaon