

Diploma in Business Management

11101 Managerial Economics

SEM :- 1

COURSE CONTENTS:

Unit-1

Subject matter of Managerial Economics, nature of economic theory assumption and scope, importance of the study for a Manager Macro-Micro Economic; Welfare Economics, Basic concepts-time perspective, incremental, discounting principle, opportunity cost and equimarginal principle.

Unit-2

Demand Analysis. -Theory of demand, shift in demand, elasticity of demand, price elasticity, income elasticity, point elasticity, cross elasticity, demand forecasting- it's purpose, methods for new and product, criteria for accurate forecasting.

Unit-3

Production Function. - Isoquants, returns to factor and returns to scale, input-output analysis, production possibility curve.

Unit-4

Cost Analysis. - Cost Concepts. Long run and short run cost analysis. Cost-Price output relationship, cost and size of plant elements of cost benefit analysis. Theoretical cost functions. Break even charts long run cost functions and production possibility curve. Linear Programming.

SEM :- 2

11201 Managerial Economics

Unit-1

Pricing. – Price and output determination market structure- Perfect competition, monopoly and monopolistic competition, Duopoly, Oligopoly price techniques and Price strategy.

Unit-2

Theory of Distribution Marginal productivity theory, Modern theory of Distribution, Concept of exploitation of labour.

Unit-3

Macro-economic forces-Measurement of National Income Trade cycle Theories; Theories of economic growth (Elementary study only).

Unit-4

Growth and Development. - Meaning of growth and development different approaches to measure growth and development. Obstacles of growth, government policy, it's issues in developed and underdeveloped countries.

11102 Management Functions & Behaviour.

SEM :- 1

COURSE CONTENTS:

Unit-1

The Foundation for Organizational Behavior:

Meaning - Definition & History.

Unit-2

Personality and Attitudes:

Theory of Personality- Definition of Personality & Attitudes.

Unit-3

Motivation:

Meaning - Definition- Theory of Motivation.

Unit-4

Group Dynamics:

Basic Function of Group Dynamics- Merits & Demerits of Group Dynamics- Group dynamics in Company.

SEM :- 2

11202 Management Functions & Behaviour

Unit-1

Leadership:

Meaning-Definition - Its characteristics- Different theories of Leadership - Types of Leaders- Merits & Demerits of Leadership.

Unit-2

Communication and Decision Making:

Meaning of Communication - Functions of Communication-Necessity of Decision Making- Different ways of Decision Making

Unit-3

Organizational Culture:

Meaning of Organizational Culture - Importance & Effect of Organizational Culture.

Unit-4

Role of Manager:

Different Types Of Manager- Role of Manager.

11103 Quantitative Techniques

COURSE CONTENTS:

SEM: - 1

Unit-1

Measures of central tendency, Measures of dispersion, Correlation and Regression analysis.

Unit-2

Probability, simple events, compounds events and other related events, addition and multiplication rules of probability. Baye's theorem (No proof) Binomial distribution, poisson distribution Normal distribution with applications.

Unit-3

Sampling: Simple random, Stratified random, Sample Size determination. Monte Carlo simulation (MCS) technique.

Unit-4

Linear programming problem (simple cases)

Assignment problem, Transportation problem (balanced) Travelling salesman problem.

SEM :- 2

11203 Quantitative Techniques

Unit-1

Inventory control with known demand with and without shortages. Probabilistic problems with uniform demand.

Unit-2

Queuing Theory: Basic concepts, Poisson process and Exponential distribution – classification of queues.

Unit-3

Game Theory: two person zero-sum game, games with and without saddle point.

Unit-4

Decision Theory.

11104 Accounting for Bussiness

SEM :- 1

Course Contents:

Unit-1

Management Accounting:-

Meaning, objectives and scope- relationship between Management Accounting, Finanacial Accounting and cost Accounting – Limitations of management Accounting – The Management Accountant and his functions.

Unit-2

Basic Accounting Concepts and Conventions.

Unit-3

Analysing and interpretation of Financial Statements.

Concept of financial statements and their nature and importance – Limitations of Financial statement – Tools for Analysis and Interpretation.

Ratio Analysis – Classification of Ratios, significance of Ratios – Analysis of short term and Long term Financial Position Ratios – Profitability ratios, Proprietary and Turnover Ratios, DuPont Control Chart – Limitations of Ratios.

Unit-4

Cash Flow Analysis:

Distinction between cash Flow Statement and Fund Flow Statement , Utility of Cash Flow Statement, Construction of Cash Flow Statement.

SEM :- 2

111204 Accounting for Bussiness

Unit-1

Budgetary Control:

Meaning of Budget, budgeting and Budgetary control, Objectives of Budgetary Control, Advantages and Limitations of Budgetary Control, Preliminaries for Budgetary Control and Essentials of effective Budgeting. Budget Manual, Budget Period, Principal Budgeting Factor, Types of Budgets including Fixed Budget, Flexible Budget and Master Budget and Zero Base Budgeting.

Preparation of Cash Budget and Flexible budget.

Unit-2

Capital Budgeting:

Concept of Capital Budgeting, Capital Budgeting Procedure, Methods of Ranking investment proposals, Simple problems on Pay-back Method, Average rate of returns Method & Discounted Cash Flow Method.

Unit-3

Cost-Volume Profit Analysis and Decision Making:

Marginal Costing and Break – even Analysis,
Managerial Applications of Marginal costing,
Advantages and Limitations of Marginal Costing.

Unit-4

Working Capital Analysis:

Fixed and Variable Working Capital, Need for Working
Capital, Determinants of Working Capital, Sources of
Working Capital, Working Capital Analysis.

11105 Business Organisation and Management Practice

SEM :- 1

Course Content:-

Unit-1

Concept of Management:

Principles of Management, Nature of Management, Management as Profession, Professional Management in India, Role of Management, Managerial Skills.

Unit-2

The Development of Management Thoughts:

Classical and Neo – Classical, Management theories, Human Behavior Approach, Management Science Approach – Systems Approach, Contingency Approach, Operational Approach, Management process.

Unit-3

Planning:

Meaning, importance and nature of Planning, Planning Premises and Constraints of Planning, Planning Process with objective of planning, Types of Plans, corporate Planning, Strategic Planning, Operational Planning, Making Planning effective.

Unit-4

Organisation:

Nature and Purpose of Organisation, Span of Management, Determentation – Line & Staff authority relationship, Delegation of Authority, Centralisation and Decentralisation, Committees.

SEM :- 2

11205 Bussiness Organisation and Management Practice

Unit-1

Controlling:

Steps in Controlling, Essentials of effective Control System, Behavioural Implications of Control, Controlling and Management by Execption, Control Areas, Controlling and Other Functions.

Unit-2

Directing:

Meaning- Definition- Different Theories of Directings- Role & Importance of Directing in Competition

Unit-3

Current issues in Management in India:

Management Practices in India, Futher Challenges for managers in India.

Unit-4

Urbanisation and Migration:

Meaning & Definitionof Urbanisation- Meaning of Migration- Reasons of Migration- Impact of Migration- Problems of Urbanisation Due to Migration.

11301. Business Research Method

SEM :- 3

Course Content:

Unit-1

Research:

Meaning & Definition of Research- Characteristics of Research- Motivating for Research, approaches of Research.

Unit-2

Research Methods & Techniques:

Case Survey, Survey, Experimental, Field Investigation, Evaluation, Laboratory, Business Game.

Unit-3

Research design:

Definition- Characteristics- Components- Types of Research Design: descriptive, diagnostic, exploratory & experimental.

Unit-4

Sampling Techniques:

Introduction- Meaning- Definition- Characteristics-Types of Sampling: Random, Stratified Random, systematic, Cluster, Multistage. Profitability & Non-Profitability Sampling- Scaling Techniques.

SEM :- 4

11401Bussiness Research Method

Unit-1

Selection of the Research Problem & Proposal Formulation.

Unit-2

Variables and Hypothesis Review of Literature, Data Collection, Primary & Secondary Data, Methods of Data Collection, Questionnaires, Observations, Interview, Types of Secondary data, Advantages & Disadvantages of Secondary Data.

Unit-3

Writing Research Report.

Unit-4

Analysis & Interpretation of Data- Testing Hypothesis:- I-test, F-test, Chi-Square test, ANOVA, Z-test.

11302 Financial Resource Management

SEM :- 3

Course Content :

Unit-1

Meaning, nature and scope of Financial Management. Tools of Financial Management-Ratios, Fund flow and cash flow statement.

Unit-2

Management of Working Capital:

Meaning of Working Capital determining needs for Working Capital, Sources of Financing Working Capital.

Unit-3

Capital Investment Analysis:

Techniques Capital investment proposal analysis, Analysis of risky Projects.

Unit-4

Management of Long-Term Funds:

Determining the need for long – term funds, Sources of long – term funds, Institutional framework of Long – term Fund, ICICI, IDBI, IFCI, G.S.F.C., G.H.C. etc. Financial risk and Financial Structure, Financial Leverage, Designing proper financial structure, Cost of capital Procedure for raising various types of long – term funds, Capital issue control, Operations and Functioning of Capital Markets, Special Problems related to various sources of long – term fund in India.

SEM :- 4

11402 Financial Resource Management

Unit-1

Problems related to Sickness, its remedial treatment and liquidation.

Unit-2

Current issues and developments in Financial Management Theory and practice in India.

Unit-3

International Financial Management:

World Monetary System, Foreign Exchange Market, Interest, Exchange & Inflation Rates, Analysing Potential Foreign Investment, Financing Foreign Operations, Raising Foreign Currency Finance, Financing Exports, Ensuring exporters (ECGL), Management of Foreign Exchange Exposure.

Ensuring exporters (ECGL), Management of Foreign Exchange Exposure.

Unit-4

Time Value of Money Rationale.

11303 Operational Management

SEM :- 3

Course Content :

Unit-1

The Role and Functions of personnel Management:

Organisation of Personnel Department, Functions of personnel management, Recruitment, Selection & Placement- promotion, Transfer, demotion and discharge, Qualities & Qualification of Personnel Manager.

Unit-2

Manpower Planning:

Meaning, Characteristics, Objectives, Needs & Importance of Manpower planning. The manpower Planning Process, Pre- requisites of manpower planning. Limitations of manpower planning.

Unit-3

Operations Strategy:

Relevance of Operations Strategy- strategy formulation
Process- Measures to ensure Operational Excellence-
Strategic Options for Operations- Emerging trends &
implications for operations.

Unit-4

Supply Chain management:

Concepts- Components of supply chain- supply chain
management: A Process Orientation- Supply Chain
Structure- Measures for Supply Chain Performance-
Design of Supply Chains- Role of I.T. in supply chain
management.

SEM:- 4

11403 Operational Management

Unit-1

Production Planning and Control:

It's meanings & importance, requirements for effective production planning & control- Production Control Techniques.

Unit-2

Plant location:

Meaning- Need- Nature of Location decisions- procedure- Factors affecting location decisions- Methods of Evaluating Location Alternatives.

Unit-3

Plant Layout:

Layout Planning- Need- Objectives- Significance- Factors Influencing Layout Choices- principles- Types- Layout Planning & Design- Layout Tools & Techniques.

Unit-4

Product Development Process:

Role of Product Development in competitiveness-
Product Development Process- Organisation for Product
Development- Tools for Efficient Product Development-
Performance Measures for Product Development
Process- Management Accounting Tools for Product
Development

11304 Contemporary Economic Strategy and Trends

SEM :- 3

Course Content:

Unit-1

Meaning of Business Environment, it's affecting factors- social, cultural, economic, political legal and technological. Impact of Business Environment on its performance, current business environment globally and in India.

Unit-2

Planning in India – Objectives and strategy of planning in India. Performance of planning. Current five year plan, grass root organizations, NGO, Panchayati Raj and Pressure groups.

Unit-3

Resource Base Infrastructure – education health. Government policy in financing infrastructure development, Regional imbalance.

Unit-4

Public finance:- Fiscal federalism, role of state and centre and it's financial relations, finances of state and centre. Parallel economy, fiscal policy and fiscal sector returns in India.

Sem4

11404 Contemporary Economic Strategy and Trends

Unit-1

International Trade – Balance of payment function of GATT and WTO Trade policy in India. Foreign capital of MNC's in India. Exchange rate policy, FEMA, trade returns.

Unit-2

Industrial sector, Industrial policy, public and private sector, privatization and disinvestment, small scale industries, social responsibility of a business. Leadership trend in Indian business.

Unit-3

Money – financial sector returns, monetary policy of RBI, capital market, working of SEBI in India.

Unit-4

Industrial development and environment issues – change in growth and structure of industries in India, Industrial economic concentration its remedies, pollution control and government policies.

11305-11405 Business Research Project Report & Viva

- (1) Student Declaration
- (2) Acknowledgment
- (3) Project Report Details
- (4) Project Report Detail
 - Executive Summary
 - Industry Information in Detail With Data (History, Development, Players ,Analysis)
 - Company information (History, Current Position, Products, Market Coverage)
 - Function Area Information (Theory and Practical Application in Respective Organization)
 - Production / Organizations
 - Marketing
 - Finance / Accounting
 - Technology
 - Human Resource Management including Organization Structure
 - Research and Development
 - General Summary, and Findings
 - Bibliography

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1. Student (Self)
2. University
3. Guide (In CD)

STRUCTURE OF THE DBM PROGRAMME

O. DBM 1 The DBM Programme consists in four semesters.

O. DBM II There will be all core courses.

Core courses are formed as theory courses there will be two hours classroom teaching per week .There will be fifteen weeks classroom work per semester. For one hour classroom work per week ,one credit is to be assigned.

For each semester the hours per week and credit will be assigned as under.

		Courses	Hours per week	Credits
Semester 1		05	10	10
Semester 2		05	10	10
Semester 3		05	10	10
Semester 4		05	10	10
Viva				05
Total		20	40	45

The entire programme will contain 20 courses, 40 hours class room work, and 40 credits .And 05 credit for viva examination.

For theory courses there will be two types of examinations.

- (1) The external examination
- (2) Internal evaluation

The external examination will be of 70 marks of each course and internal evaluation examination will be of 10 marks and 20 marks will be assigned divided in to

10+10, for assignment writing and seminar presentation.

The semester wise distribution of theory oriented courses will be as follow;

Semester – 1

Core courses 5

Semester – 2

Core courses 5

Semester – 3

Core courses 5

Semester – 4

Core courses 5