

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/Com.& Mgt/DBM/25/2021**

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the syllabi of **DBM (Diploma in Business Management)** under the Faculty of Commerce and Management on behalf of the Academic Council to be applied from the Academic Year 2020-2021 and onwards. The said syllabus is also available on University website w.w.w.bamu.ac.in.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.


University Campus,
Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2020-21

Date:- 08-02-2021.

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**Deputy Registrar,
Academic Section
Syllabus unit.**

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges,
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a
request to upload this Circular along with the said syllabi on University
Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] **The Programmer [Computer Unit-1] Examinations,**
- 4] **The Programmer [Computer Unit-2] Examinations,**
- 5] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 6] The Public Relation Officer,
- 7] The Record Keeper.

**D.R. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of

DIPLOMA IN BUSINESS MANAGEMENT

(DBM) I YEAR

I & IIND SEMESTER

APPLICABLE FOR UNIVERSITY DEPARTMENT AND

AFFILIATED COLLEGES

under Choice Based Credit & Grading System

[Effective from the Academic Year 2020-21 & onwards]



Dr. Babasaheb Ambedkar Marathwada University
University Campus, Aurangabad-431004, Maharashtra(India),
Recognized by UGC U/s 2(f) and 12(B), NAAC Reaccredited with "A" Grade

Paper Assessment Scheme

For

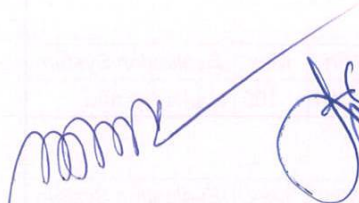


Post Graduate Course,
For 1 Year(s) Master Degree Program in

Faculty of Commerce

Diploma in Business Management(Diploma in Business Management)
(Credits System)

(June-2011-Regular)

Course Code: -

Papers

Teaching And Assessment Scheme

Abbreviations : TLM - Teaching Learning Method, AM - Assessment Method, AT - Assessment Type, UA - University Assessment, CA - College Assessment, Hrs - Contact Hours per Week, MS - Marks System, GS - Grade System, Min - Minimum Marks, Max - Maximum Marks, DG - Direct Grading, IG - Indirect Grading

Course Part: Diploma in Business Management Separate Passing Head: No, Min: 0, Max: 1000, Total Credits: 36.00

Term: First Semester Separate Passing Head: No, Min Papers: 4, Max Papers: 4, Min: 0, Max: 400, Total Credits: 16.00

The papers under First Semester are as follows:

Paper Name: Management Accounting and Applied Statistics									
Paper Code: DBM-401 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System
Paper Name: Principle of Management									
Paper Code: DBM-402 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System
Paper Name: Management of Information System									
Paper Code: DBM-403 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System
Paper Name: E-Business									
Paper Code: DBM-421 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System

Term: Second Semester Separate Passing Head: No, Min Papers: 5, Max Papers: 5, Min: 0, Max: 600, Total Credits: 20.00

The papers under Second Semester are as follows:

Paper Name: Human Resources Management									
Paper Code: DBM-404 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System
Paper Name: Financial Management									
Paper Code: DBM-405 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System
Paper Name: Marketing Management									
Paper Code: DBM-406 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System
Paper Name: Production and Operation Management									
Paper Code: DBM-422 Min: -- Max: 100									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Lectures	4	4.00	Theory	-	100	UA	40	100	Marks System

Paper Name: Project Report									
Paper Code: DBM-451 Min: -- Max: 200									
<i>TLM</i>	<i>Hrs</i>	<i>Credits</i>	<i>AM</i>	<i>Min</i>	<i>Max</i>	<i>AT</i>	<i>Min</i>	<i>Max</i>	<i>Evaluation System</i>
Project	4	4.00	Sessional Work	-	200	UA	80	200	Marks System

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
AURANGABAD – 431 004
DEPARTMENT OF COMMERCE
DIPLOMA IN BUSINESS MANAGEMENT (D.B.M.)

1) **SUBJECT: MANAGEMENT ACCOUNTING AND APPLIED STATISTICS**

COURSE CODE: 401			NO OF CREDITS: 04			SEMESTER: I		
COURSE TITLE: DIPLOMA IN BUSINESS ADMINISTRATION								
COURSE OBJECTIVES: Update the subject knowledge among the students at corporate level.								
UNIT		COURSE CONTENTS					PERIODS	
I		Principles Of Double Entry System, Ledger Posting, Cash Book, Trial Balance And Preparation Of Final Accounts Including Non Profit Organizations.					12	
II		Management Accounting - Aims, Objectives, Functions, Advantages And Limitations. Distinction between Financial and Management Accounting, Financial Analysis – Cash Flow And Funds Statements – Ratio Analysis.					12	
III		Cost Concepts – Cost Elements – Material, Labour And Overheads, Preparation of cost sheet					12	
IV		Statistics: - Meaning Scope And Limitations Of Statistics. Collection Of Data- Primary And Secondary And Tabulation Of Data Construction Of Frequency Distribution, Graphical Representation Histogram, Index numbers					12	
V		Measures Of Central Tendency – Mean, Median Mode Geometric Mean, Harmonic Mean And Weighted Average, Correlation analysis..					12	

REFERENCE BOOKS:

- 1) 'Advanced Financial Accounting' by R.L.Gupta
- 2) 'Advanced Accounting' by A.N. Agrawal
- 3) Principles of Management Accounting by Man Mohan Goyal
- 4) Advance Cost Accounting by B.K. Bhar
- 5) Statistics – by D.N. Elhance
- 6) Fundamentals of Statistics – by S.P. Gupta

2) **Sub:- MANAGEMENT INFORMATION SYSTEM**

COURSE CODE. : 403			No. of Credits : 04			Semester : I		
Subject Title : Management Information System								
Course Objectives : The objective of this course is to acquaint students about the need of information technology in Management Decisions, To develop awareness about data processing techniques and system.								
Unit	Course Content						Periods	
I	Fundamentals of Information Systems : Introduction, Definition, History of Information Processing, Importance, Information as a system, Hardware / Software System.						12	
II	Information Processing Techniques : Introduction, Reasons for Processing Information, Fundamental steps in processing, Computer/manual processing system, Comparative study between manual and computerized information system.						12	
III	Management Information System : Introduction, Definition of MIS, Advantages of MIS, Characteristics of MIS, DSS-Introduction, Importance, Economic justification of MIS.						12	
IV	Operational Systems : Introduction, General outline of Operational Systems like Marketing Data Processing System, Manufacturing Data Processing System,						12	
V	Personnel Data Processing System and Financial Data Processing System.						12	

Suggested Readings :

Davis L. Michael W. : "A Management Approach", Macmilan Publishing company, Prentice Hall, New Jersey, 1988.

Keen, Peter G.W. : "Decision Support System – An Organizational Perspective", Addison-Wesley Publishing.

3) Sub:-E-BUSINESS (Elective)

COURSE CODE: 421 NO OF CREDITS: 04 SEMESTER: I		
Subject Title: E-BUSINESS		
COURSE OBJECTIVES: The objective of the course is to acquaint the students with the use of E-Commerce in competing markets and business administration.		
UNIT	COURSE CONTENTS	PERIODS
I	Introduction to E-Business: Definition, significance of E-Business. Forces fueling E-Business. Industry Framework-types.	12
II	Internet Service Providers: Meaning, History, Importance of Internet. Internet Vs. Online Service. www.(world wide web), Concept, advantages and disadvantages of www. Marketing and E-Media.	12
III	Electronic media of business transaction: Electronic Payment Systems. Electronic Payment Technology, Digital Cash, Electronic check, On-line Credit Card. Electronic Commerce & Banking. Changing Dynamics in the Banking Industry. Issues in on-line banking.	12
IV	E- Commerce & Retailing: Changing retail industry dynamics. On-line retailing, Management challenges. E- Commerce & On-line Publishing. On-line Publishing Strategies and approaches. Advertising and On-line Publishing, On-line sales force. On-line Customer Service and Support.	12
V	Technology and Marketing Strategy: Intranet and Manufacturing. Emerging business requirements. Manufacturing information systems. Software Modules in Financial Information Systems. Transaction Accounting, Inventory Accounting Payment Management. Treasury and Cash Management. Human Resource Management Systems.	12

REFERENCE BOOKS:

- 1) E-Business Fundamentals by S.K. Bansal, A.P.H Publication, Delhi
- 2) E-Finance by V.C. Joshi, Response Books, New Delhi
- 3) E-Commerce by Paul Timmers, John Wiley & Sons Ltd.
- 4) On-Line Marketing by Richard Gay, Alan C. & Rita Esen Oxford University Press.
- 5) The Internet by Cady G.H. & Part McGreger, BPB Pub. Delhi.
- 6) E-business with Net Commerce by Samantha Shurety, Addison Wesley, Singapore,2001
- 7) Starting and E-Commerce Business by Rich, Jason R., IDG Books, Delhi,2000
- 8) Global Electronics Commerce by Mann, Catherine L. Institute for Int'l Economics, Washington DC,2000.

4) SUBJECT. : PRINCIPLES OF MANAGEMENT

COURSE CODE. 402

No. of Credits : 4

Semester : Ist

Subject Title: Principles of Management

Course Objectives: To help students understand the conceptual framework of management and organizational behaviors.

Unit	Course Content	Periods
1.	Introduction : Management Administration, Organization concepts, definition scopes and importance of Management.	12
2.	Principles of Management division of work authority and responsibility discipline unity of command and direction.	12
3.	Functions of Management – Planning, Nature and Purpose, Objectives, forecasting decision making, policy formulation and action. Organizing – Firms of organization traditional forms, modern forms, Departmentation, line staff relationships, delegations and decentralization of authority making, the organization work, role of committee.	12
4.	Staffing – Job selection of Managers, Appraisal of Management, Personnel, Development, and Training of a Managers. Direction – Nature of direction, motivation, leadership in administration, leadership role – leader – follower relationship.	12
5.	Controlling- Process of controlling, control of performance, ration analysis, management audit, cost control, quality control, advance control techniques, PERT CPM etc. Co-ordination – need principles and techniques	12

Suggested Readings :

- 1) Management Concept and Practice, Hannagan.
- 2) Management Concept & Practice, L.M. Prasad.

Additional Readings:

- 1) Koontz & Odonnell, New York, McGraw Hill.
- 2) Stoner J. etc. Management 6th Ed., New Delhi, Prentice Hall of India, 1996.

DBM II SEMESTER SYLLABUS

1) **SUBJECT: FINANCIAL MANAGEMENT**

COURSE CODE: 405			NO OF CREDITS: 04			SEMESTER: II		
COURSE TITLE: Diploma in Business Management								
COURSE OBJECTIVES: Update the subject knowledge among the students at corporate level.								
UNIT		COURSE CONTENTS					PERIODS	
I		Financial Management Objectives- Profit Vv Wealth Maximization Goals, Finance Function, Investment-Financing- Decisions					10	
II		Operating and Financial Leverages : Computation of Combined Financial and Operating leverages, Effect of leverages on profitability.					10	
III		Capital Structure determinants; M M Approach With taxes, Optimum Capital Structure.					10	
IV		Cost of Capital: Types, Computation of different sources of capital viz. debt capital, Preference share capital, Equity share capital, Weighted average cost of capital.					10	
V		Management of Working Capital: Sources of short term capital, Cash receivables and inventory Management.					10	
VI		Capital Budgeting Decisions: Investment evaluation methods, Comparative analysis, NPR, Internal rate of return method, Accounting rate of return, Risk analysis, capital rationing.					10	

REFERENCE BOOKS:

1. Bhattacharya Hrishikas- Working Capital Management- Strategies and Techniques, Prentice Hall, New Delhi.
2. Chandra Prasanna- Financial Management, Tata McGraw Hill, New Delhi.
3. Pandey IM- Financial Management, Vikas Publishing.
4. Van Horn JC- Fundamentals of financial Management, Prentice Hall, New Delhi.

2) SUBJECT: MARKETING MANAGEMENT

COURSE CODE: 406		NO OF CREDITS: 04	SEMISTER: II
COURSE TITLE: DIPLOMA IN BUSINESS MANAGEMENT			
COURSE OBJECTIVES: To acquaint the students with marketing concepts, strategies, consumer behavior and marketing information systems			
UNIT	COURSE CONTENTS	PERIODS	
I	Role of Marketing in the society. Marketing Management: Definition, Marketing concept and its adoption by the firm. Customer satisfaction & orientation, Relevance of marketing concept to Indian Environment. Consumerism and marketing concept.	12	
II	Marketing Environment. Demographic, Economic, Natural, Technological, Political and cultural. Marketing opportunities and threats. Indian marketing environment, demographic, economic, social, rural, legal.	12	
III	Consumer Market & buying behavior. Factors influencing buyer's behaviors. Buying motives, buying decision process. Indian consumer, profile and classification. Business buyer and its buying motives, buying decision process. Institutional and Government markets.	12	
IV	Market Segmentation & Targeting markets. Segmentation, approaches, patterns, procedure and bases for segmentation. Basis for selecting consumer and business markets. Markets targeting evaluation and selection of market segments.	12	
V	Marketing information systems. Internal record system. Marketing Intelligence system. Marketing Decision Support Systems, Market Records in India.	12	

REFERENCE BOOKS:

- 1) Marketing Management by Dr.S.A.Sherlerkar
- 2) Principles of Marketing, Kotlar Philip & Armstrong G.
- 3) Marketing Management Analysis Planning Implementation & Control, Kotlar Philip, New Delhi, Prentice Hall of India 1994
- 4) Marketing Management Planning & Control, Ramaswamy V S, Namakumari S.
- 5) Fundamental of Marketing, Station William j. New York, McGraw Hill 1994.
- 6) Marketing in India: Case and Reading by Nelamegham S. New Delhi Vikas, 1998.

3) **SUBJECT: PRODUCTION AND OPERATION MANAGEMENT**

COURSE CODE: 422 NO OF CREDITS: 04		SEMISTER: II
COURSE TITLE: DIPLOMA IN BUSINESS MANAGEMENT		
COURSE OBJECTIVES: Update the subject knowledge among the students.		
UNIT	COURSE CONTENTS	PERIODS
I	<u>INTRODUCTION OF SUBJECT</u> History and Development of Production Management- Production function and its importance	12
II	<u>MODERN TRENDS IN PRODUCTION MANAGEMENT</u> Management of technology (MOT), Supply chain management. Quality of products and customer satisfaction. Critical path method (CPM), Program evaluation & review technology (PERT)	12
III	<u>GLOBALIZATION & OPERATION MANAGEMENT</u> Globalization and its impact on production and operation management. I.S.O. 9000, 1, 2, 3. Total quality management. Effective management tools, Kaizen, Six sigma etc.	12
IV	<u>Material and Sales management</u> Material management and its objectives. Forecasting, forecasting planning method. Purchasing, principles and procedures of purchasing. Material requirement planning. Plant location & layout. Value analysis and its objectives.	12
V	<u>PRODUCTION PLANNING & CONTROL</u> Method study & work management. Production scheduling, Computerized Production control. Maintenance management and spare parts management.	12

Books Recommended

1. Material Management, K.K. Datta
2. Production and Operation Management by S.N. Chary
3. Production and Operation Management by Joseph S. Martinich
4. Production and Operation Management by Mayer
5. Production and Operation Management by Adam E.E.
6. Production and Operation Management by Levin
7. Industrial Marketing by Sherlekar S.A.
8. Operation Management by Goel B.S.
9. Total Quality Management by S.K. Kataria & Sons

4) **SUBJECT. : HUMAN RESOURCE MANAGEMENT**

COURSE CODE. 404

No. of Credits : 4

Semester : IInd

Course Objectives : To understand human power in day today life

Unit	Course Content	Periods
I.	Human Factor in Management Concept, Significant Scope strategies for Formulation of human resources development programmes. Introduction concept, functions scope and importance of personnel management qualities of personnel manager and his role in industry, professionalisation of personnel management in India.	12
II.	Manpower planning, personnel selection, promotion, training and development, performance appraisal, employee morale and productivity, Job enrichment.	12
III.	Industrial relations, unions and government in Industria Relations. Industrial Disputes prevention and settlement, worker's participation in management.	12
IV.	Personnel Problems : Employee discipline complaints, and grievances, labour absenteeism, labour turnover. Organization Behaviour : Approaches of organizational behaviour Group in organization formal and informal groups – group dynamics.	12
V.	Motivation and behaviour – historical development of the concept of motivation – motivation theories – financial and Non financial Motivation. Leadership in organization – concept of leadership and leadership qualities, leadership theories – managerial gruid – contingency.	12

Suggested Readings :

- 1) Keith Davis, Motivation and Work.
- 2) Blanchard : Organization Behaviour
- 3) Jit & Chandan : Organization Behaviour
- 4) Personnel Management : R.S. Davar

Additional Readings :

- 1) Personnel Management : Northcott
- 2) Human Resource Development : Silvera D.M.
- 3) Human Resource Management : Saiyadain
- 4) Experiences & Experiments I HR : By Rao, Pareck, Pareira.

DBM – II Semester

Project Report

Course code:- 451

No. of credits:-04