

## **TIRPUDE COLLEGE OF SOCIAL WORK**

**(An Autonomous Institution- Conferred by UGC, New Delhi)**

### **Diploma in BUSINESS MANAGEMENT (DBM)**

Tirpude College of SocialWork, sadar/Civil lines Nagpur is an Autonomous institution, autonomous status conferred by University Grant Commission New Delhi, vide their Regulation dated 12.02.2018 to prescribe its own Course/programmes. We have come up with a new course Viz, Diploma in Business Management from the Academic Year 2023-24.

**Diploma in Business Management (DBM)** is one year program that prepares students for roles in a wide range of fields like accounting, marketing, and management. Amongst the choicest diploma courses. this course equips students with the necessary skills to build a strong foundation in this field.

If, already in the workforce having diploma in Business management, means the possibility of promotions and/or pay raise..DBM course also helps in seeking new careers.

#### **The Main Objective of the Diploma in Business Management:**

The main aim of management courses is to prepare students to apply management principles in a variety of industrial situations. The curriculum and courses help students get a knowledge of how businesses operate, how they are managed, and how they interact with one another and their surroundings.

**I) The duration of the course shall be of one year with Two semesters. Final examination at the end of each semester.**

**(b) Intake of Students for Admission is 40**

**III) Eligibility for Admission:** HSSC from any State or CBSC Schools with minimum 40% marks shall be eligible for admission to the Diploma in Business Management Course.

**(IV) Fee Structure:** Rs 12,100/- Per semester. Exam fee Rs 400/- Per Paper.  
(Subject in old terminology)

**(V) Examination:** Examinations shall be conducted at the end of each semester.. The Results will be declared within one month from the close of examination.

Diploma will be issued by the Tirpude College of Social work. Sadar, Nagpur. (An Autonomous Institution) to the successful candidates on completion of one year programme.

Any student leaving the course after successful completion of First semester will be issued a Certificate.

**(VI) Back log Exam Fee Paper Fee Rs 400/- per paper**

**(VII) Assessment:** 1. The final total assessment of the candidate is made in terms of an Internal assessment and an external assessment for each paper. 25 marks will be based on internal assessment and 75 marks for examination (Theory Paper). The division of the 25marks allotted to internal assessment is on the basis of **class test 10 marks, Home assignments 10 marks, attendance 5 marks**. Marks obtained by the students will be considered for the declaration of the results.

An examinee shall score 40% marks in aggregate (internal and theory together) in each paper to pass the examination.

**(VIII) Standard of Passing:**

- a) Every candidate must secure 40% marks in aggregate in theory and internal together.
- b) Division at the **DBC** examination shall be declared on the basis of the aggregate marks obtained in theory and internal will be calculated and notified.

**(IX) System of Evaluation:-** The **DBC** programme shall consist of Four Papers (Subjects in old terminology) in each semester. The subjects are categorized as Core subjects and are compulsory.

Successful examinees of DBC shall be awarded division based on their scoring of marks out of 400 in each semester and shall be as follows:-

Below 40% FAIL, 40 % to 44 % III Division, 45% to 59% II Division, 60% to 75% I Division. 75% and above Distinction.

**(X) Medium of Instruction:** The medium of Instruction shall be English.

**(XI) Fee Structure: For each semester the fee structure shall be as under:**

Semester	Tution Fee Rs	Registration Fee Rs	Exam fee Rs	Certificate/Diploma fee Rs	Total fee
Semester I	10,000/-	100/-	400/- per paper..Four Papers.Rs 1600/-	400/-	12.100/-
Semester II	10,100/-	100/-	1600/-	400/-	12,100/-

Grand Total Rs 24,200/-
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**(XI) Course Structure: Total Eight papers. Each Paper consisting of Five Units. .**

<b>SEMESTER I</b>		<b>Semester II</b>	
<b>SI NO</b>	<b>Subject</b>	<b>SI. NO</b>	<b>Subject</b>
1	Principles of Management (POM) I	1	Introduction to Marketing Mgt.(IMM) I
2	Organization Behaviour (OB) II	2	Basics of Accounting (BOA) II
3.	Business Communication (BC) III	3	Business Law (BL) III
4	Business Economics (BEco) IV	4	Marketing Strategies (MS) IV

**There will be Two Learning tours in each semester.**

### **Program Learning Outcomes**

#### **Business Knowledge and Skills**

1. Use business terms and concepts when communicating.
2. Analyze data to verify accuracy of conclusions.
- 3.Explain the financial concepts used in making business decisions.

#### **Interpersonal Interaction and Communication**

4. Use effective communication skills to promote respect, trust and relationships.
5. Practice active listening to enhance the ability to get a clear understanding of difficult situations.
6. Practice an awareness of ethical and social responsibilities to multi-cultural, team-oriented, rapidly changing environments.
7. Information Management.
8. Utilize information by applying a variety of business and industry standard software and hardware to major business functions (e.g., marketing, accounting, and human resource management)

#### **Business Management and Decision Making**

- 9.Select and use appropriate resources to collect business data that will ultimately translate into information for decision-making.

10. Use the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions.

11. Conduct research to identify and analyze client needs and desires and make marketing recommendations regarding business decisions and use appropriate leadership skills and styles to maximize employee productivity.

12.. Practice critical and creative thinking to improve the decision making process.

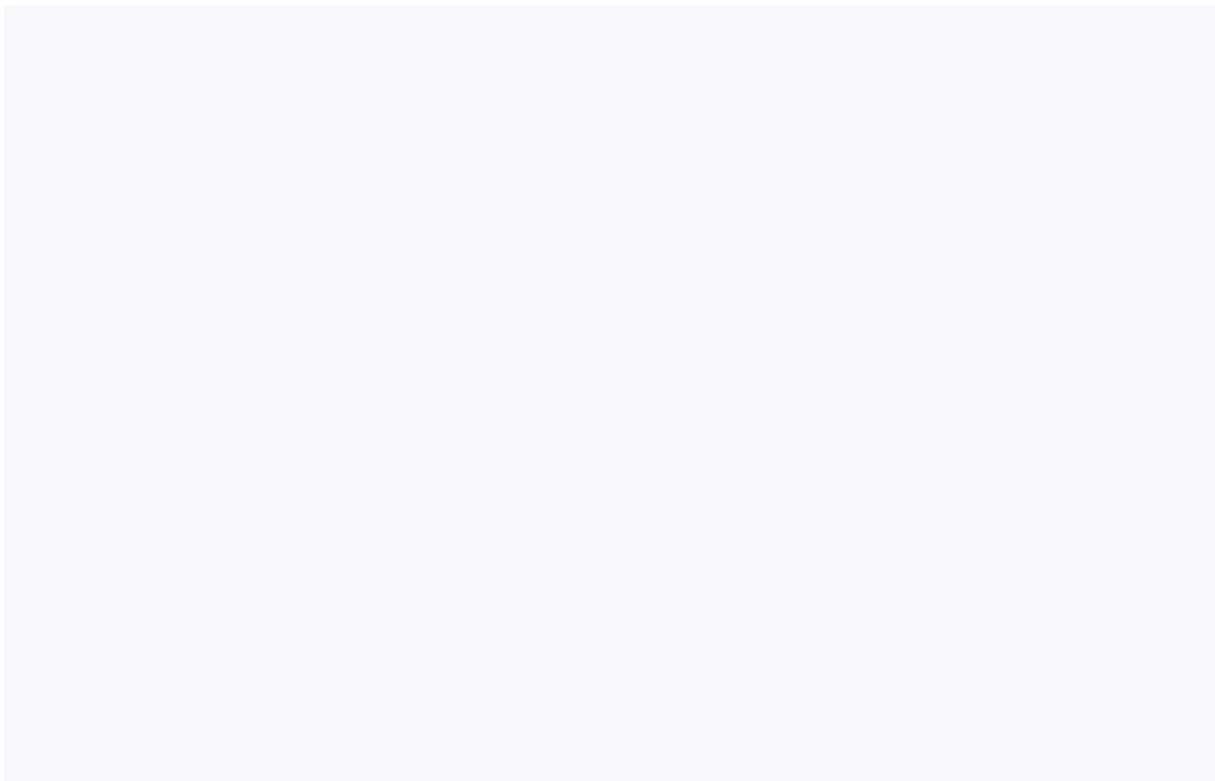
13. Conduct research to identify new business trends and customer needs.

14. Use quantitative measurements to solve business problems related to payroll, taxes, percentages, future value of money and to be able to make better business decisions.

**(XII) Job Opportunities:**

Every industry, business and trade needs Business skilled personnels for maintaining their business. So job prospects are bright. These mainly include major business and corporate houses, multinational companies, airlines, factories, industries, government departments.

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## **Diploma in Business Management**

### **PRINCIPLES OF MANAGEMENT (101)**

#### **Paper I**

**Unit I. Introduction to Management, Definitions. Nature and Scope, Role, Scope and importance of Management. Characteristics of Management. Types of Managers. Functions of Management, Management Process, Managerial Hierarchy and levels.**

**Unit II. Contribution of management Thinkers: F.W.Taylor, Henry Fayol, Elton Mayo, Peter F. Ducker, Charles Babbage, H.L.Gantt, Max Weber, M.P. Follett. C.Bernard.**

**Unit III. Functions of Management: Planning:- nature of Planning, Steps in Planning, Types of Planning, planning Process, factors affecting planning, Advantages of Planning, Limitations of Planning, Corporate Planning. MBO, MBE.**

**Unit IV. Decision making:- Meaning and Definition, Importance, Types of Decisions, process. Risk and uncertainty, decision trees, Tools and Techniques of Decision making.**

**Unit V. Controlling and Coordinating- Elements of Managerial Control, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination.**

**Reference Books: 1. L.M.Prasad, Principles and Practice of Management, S.Chand Publishers, 2. Chandan -Principles of Management - Vikas Publishing House Pvt. Ltd. 2. Gupta, C.B.-Management Concepts and Practices- Sultan Chand and Sons, New Delhi, 2003. 3. Dr. S.C. Saxena – Principles of Management - Sahitya Bhavan Publication 4. T. Ramasamy – Principles of Management - Himalaya Publication.**

**Diploma in Business Management**

**ORGANIZATION BEHAVIOUR(102)**

**Paper II**

**Unit I: Introduction to Organizational Behaviour: Concept and significance, OB system; basic as Definition, assumptions, Historical Background. Fundamental concepts of OB, learning organization and Knowledge management. determinants of behaviour – beliefs, attitudes, values, emotions and behaviour.**

**Unit II: Perception, Personality and Learning: Perceptual process, factors influencing perception, perception and individual decision making; Learning – concept and significance of learning, factors influencing learning, Personality – concept, types, determinants of personality, models of learning – classical conditioning, operant conditioning, cognitive learning and social learning. Personality attributes influencing behaviour..**

**Unit III: Organization Structure, Group Dynamics and Team Development: Organizational Culture - meaning, importance and characteristics of organization culture. Group dynamics – definition and importance, types of groups, group formation, group development, group composition; Work teams – types, team performance factors, building effective work teams, group decision making, issues in managing work teams.**

**Unit IV: Motivation and Leadership: Motivation: process of motivation, theories of motivation – need hierarchy theory, two factor theory, ERG theory, expectancy theory, equity theory; Leadership - concept; Leadership styles; Leadership theories – trait theory, behavioural theory, Fielder's contingency theory, Managerial Grid, Path-Goal theory; Emerging issues in motivation and leadership.**

**Unit V: Conflict and stress management: meaning, process, functional and dysfunctional conflict, conflict handling, nature causes and consequences of stress. Organizational Stress – concept, causes, consequences, managing stress.**

**Text Books on Organization Behavior by P. Stephen, Robbins. and Neharika**

**Vohrrganization by P.Subbarao. Organizational Behavior: 1. Luthans, Fred Organisational Behavior by Radha R.**

**Diploma in Business Management**

**Business Communication(103)**

**Paper III**

**UNIT – I Communication- Meaning, Nature, Scope, Definition of Communication, Types of Communication, Communication Barriers, Principles of Communication.**

**Definition of communication, Process of communication, Objectives of communication, Principles of communication, Importance of Business communication.**

**UNIT – II Channels of communication, Types of communication, Dimensions of communication, Barriers to communication and ways to overcome them. Verbal, Non-Verbal, Formal, & Informal communication.**

**UNIT – III Fundamental of Business writing. Format of Business letters. Types of Business letter- Inquiry letter, complaint letter, Persuasive letter, Proposal, Report Writing. Employment Messages Writing Resume, Application letter, writing the opening paragraph, writing the closing paragraph, is summarizing.**

**UNIT V Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.**

**UNIT – V Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary**

**Reference Books - 1. Rajendra Pal & J.S. Korlahalli, Essentials of Business 2.**

**Balasubramanyam : Business Communications; Vikas Publishing House, Delhi.3. Kaul : *Business Communication*; Prentice Hall, New Delhi.**

# **Diploma in Business Management**

## **Business Economics (104)**

### **Paper IV**

**UNIT 1: Definition and Concept of Economics –Nature of Economics Laws-Methods of Economics Enquiry. Meaning of Micro and Macro Economics. Fundamental Concept –wants –utility-value-wealth- welfare.**

**Supply Analysis –Meaning –Factors of Production-Land , Labor, capital and Organization-Law of Returns –Production Function-Return to scale.**

**UNIT 2: Cost and Output Analysis-Different Cost Concepts –Marginal and Average cost Relationship-Long run and Short run cost curves –Revenue curves of firms.**

**Demand Analysis-meaning of Demand-Types of Demand –Determinants of Demand –Law of Demand- Types of Consumers-Marginal Utility Analysis—Elasticity of Demand –Consumers' Surplus.**

**UNIT 3: Pricing under Perfect competition –Monopoly –Monopolistic competition –Oligopoly – Price-Output-Determination in the short run and Long run in the various Market situations**

**Wages –Interest-Rent and Profit –Marginal productivity-Theory of wages-Ricardian Theory of Rent-Interest rate Theories.**

**UNIT 4: National Income –Concepts –Measurement of National Income –Difficulties in measurement –Business cycles-various Phases-Important implication for business –Appropriate Strategies and Policies both at the Macro and Micro Levels.**

**UNIT 5: Globalisation –Implication to the Indian Economy –Theory of International Trade – Balance of Trade-Balance of Payments –Current situation and Future Prospects.**

#### **Reference Books for Business Economics –**

**Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)**

**Ben S., Principles of Economics (Tata McGraw Frank Robert.H, Bernanke Hill (ed.3)**

**Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)**

**Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)**

**Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)**



## **Diploma in Business Management**

### **Introduction to marketing management (201)**

#### **Paper- V**

**Unit I. Introduction to Marketing: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core 7Ps of marketing. Concepts; Production Concept, Product Concept, Selling Concept, Marketing Concept. Digital Markets.**

**Unit II. Marketing Environment: Micro and Macro Environment: Concept and meaning of micro and macro environment. Need for analysing the marketing environment. The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.**

**Unit – III. Market segmentation Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools (briefly).**

**UNITI IV: Marketing Mix: Origin & Concept of Marketing Mix, 7P's – Product, Price, Place, Promotion, People, Process, Physical Evidence, Product Life Cycle: Concept & Characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across Stages of the PLC.**

**Unit V. Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms.**

**Suggested Readings : 1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi. 2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. 3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi. 4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.. Marketing Management- Ramaswamy V.S. Namakumari S.**

## **Diploma in Business Management**

### **BASICS OF ACCOUNTING (202)**

#### **Paper VI**

**UNIT - I Meaning and Scope of Accounting – Need for Accounting, Book keeping and Accounting Double Entry System of Book keeping - Journal , Ledger posting ,Trial Balance , Final Accounts , Preparation of Trading Account, Profit and Loss Account. Balance Sheet. Adjustments in company's final account..**

**Unit II. Subsidiary Books: Cash Book, Sales Book, Purchase Book, Sales Return Book, Purchases Return Book, Bills Receivables Book and Bills Payable Book. Trial Balance: Importance of Trial Balance and Methods of Preparing, Errors and its Rectification. Bank Reconciliation Statement.**

**UNIT – III. Income and Expenditure Account & Receipts and Payments Account: – Nature – Preparation of Receipt and Payment Account and Income and Expenditure Account and balance sheet. Consignment Accounts – Entries in the books of Consignor and Consignee – Joint Venture Accounts – separate books and existing books.**

**UNIT -IV . Depreciation Accounting: Meaning , causes , objectives, factors , Methods of Depreciation Accounting – Straight Line Method , Written Down Value Method ,Sinking Fund Method ,Annuity Method , Insurance Policy Method - Reserves and Provisions.**

**UNIT – V. Single Entry System: Defects of Single Entry System – Ascertainment of profit – Statement of Affairs Method and Conversion Method – preparation of final accounts.**

**Unit IV Joint Stock Company-Definition, Characteristics, types of companies, steps in formation of company; Shares, Share Capital, rights shares, bonus shares; Accounting entries with respect to -issue shares of premium or at discount, calls in advance, calls in arrears, forfeiture, surrender, reissue; Debentures, accounting entries with respect to issue of debentures; Company final accounts; Adjustments in company final accounts.**

**Recommended Books: 1. Maheshwari, S.N. - Introduction to Accountancy. Sultan Chand & Sons, New Delhi. 2. Jain, T. R. – Financial Accounting, Kalyani Publishers, Ludhiana TEXT BOOK: Jain & Narang, Financial Accounting REFERENCES: Arulanandam M.A.& Raman K.S., Advanced Accounting Gupta R.L. & Gupta V.K., Advanced Accounting, Reddy & Murthy T.S., Financial Accounting, Tulsian P.C., Financial Accounting Narayanaswamy R. Financial Accounting: Accountancy- text and cases. McGraw Hill Education (India) Private Limited, New Delhi. Maheshwari S. N., Maheshwari Sunil K., and Maheshwari Sharad K, An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.**

## Diploma in Business Management

### Business Law (203)

#### Paper- VII

**Unit 1. Law meaning. Various sources of law, Business law. Impact of law on society and business. Contract Act,1872: Essential elements of Contract, Classification of contracts, Agreement to Contract ,Capacity to Contract, Breach of contract. Remedies for breach of Contract.**

**Unit 2. Sale of Goods Act,1930: Distinction between Sale and Agreement to sell, subject matter of contract of sale of Goods. Essential of a valid Sale Contract – Conditions and warranties. Transfer of ownership, performance of contract of sale. Rights of unpaid seller.**

**Unit 3. Negotiable Instrument Act,1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments. Types of negotiable instruments. Essential characteristics of Promissory Note, essential characteristics of Bills of exchange, Cheque, Dishonour of Cheque. Endorsement. Forgery, bouncing of cheques .**

**Unit 4. Consumer Protection Act, 1986: Objects of Consumer Protection Act. Definitions of consumer, Complaint, Defect, Deficiency, Dispute. Goods & service. Consumer Protection Councils(CPC). Redressal Machinery. National Commission, Complaints before District forum. Remedies under the Act.**

**Unit 5. Companies Act, 1956- Meaning of company. Incorporation of company, Disadvantages of incorporation. Company and partnership. Typs of Companies. Constitution of company – MOA, AOA. Company Management – Director,Types, Appointment, emoval,. Ode of winding up of company. Shares, Dividends.**

#### **Ref3erence Books:**

***Business Law – P.C. Tulsian. Business Law – SS Gulshan. Company Law – Dr.Avtar S  
Indian contract Act – Dr.Avtar Singh. .Business Laws – V. Ramakrishna Raju***

## **Diploma in Business Management**

### **MARKETING STRATEGIES(204)**

#### **Paper VIII**

**Unit 1: Email Marketing: Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email templates and Designs. Sending HTML email Campaigns, Web forms lead importing, Integrating Landing page forms, Campaign Reports and insights.**

**Unit 2. Segmentation Strategy: Segmentation lists. Auto Responder series, Auto Responder Actions, Triggering Auto- Responder Emails, Triggers in Email using the 4 Ps of marketing.**

**Unit 3: Mobile Marketing: Mobile usage, Mobile penetration Worldwide, Smartphone penetration worldwide. Mobile Advertising Models, Advantages of Mobile Advertising, Mobile Marketing Toolkit, Paid and Owned.**

**Unit 4: Social Media Marketing: Introduction, scope, advantages, various social media platforms, traditional Vs social media marketing; Brands on social media; Building audience, Personal Branding through Social Media Marketing.**

**Unit 3: Search Engine Marketing (SEM): Search Engine Marketing, definition of search engine Optimization (SEO); advantages and disadvantages of SEO; best practice in SEO. Paid search engine marketing, pay per click advertising (PPC); landing pages; long Tail concept; geo-targeting e.g. Google Ad Words; opt in email and email Marketing. Viral Marketing.**

**Suggested Readings: 1. Kotler, P. & Keller, K. L. (2012). Marketing Management (14th ed.). Pearson. 2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UIHaq, E. (2010). Principles of Marketing - A South Asian Perspective. (13th ed.). Pearson. 3. Ramaswamy, V.S., Namakumari, S. (2009). Marketing Management: Global Perspective Indian Context. (4th ed.). Macmillan Publishers India Limited. 4. Iacobucci, D Marketing Management, Cengage Learning (2013). 5. Etzel, Michael J, Walker, Bruce J, Stanton William J and Pandit, Ajay (2009). Marketing (14<sup>th</sup> edition).**

