

SCHEME & SYLLABUS

DIPLOMA IN BUSINESS MANAGEMENT



Department of Management

University Institute of Commerce and Management

(UICM)

Sant Baba Bhag Singh University

2019

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1st Semester DBM

S No.	Sub Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DBM101	Professional Communication Skills	Core	4.1.0	4.1.0	5	5
2	DBM103	Computer Applications in Business	Core	4.1.0	4.1.0	5	5
3	DBM105	Basics of Accounting	Core	4.1.0	4.1.0	5	5
4	DBM107	Practices of Management	Core	4.1.0	4.1.0	5	5
5	DBM109	Database and MIS	Core	4.1.0	4.1.0	5	5
6	DBM111	Communication Channels and Advertisement	Core	4.1.0	4.1.0	5	5
			Total Credit	24:6:0	24:6:0	30	30

Total Credit Hours: 30

Total Contact Hours: 30

2nd Semester DBM

S No.	Sub Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DBM102	Research Methodology	Core	4.1.0	4.1.0	5	5
2	DBM104	Human Resource Practices	Core	4.1.0	4.1.0	5	5
3	DBM106	Managerial Marketing	Core	4.1.0	4.1.0	5	5
4	DBM108	Basics of Financial Management	Core	4.1.0	4.1.0	5	5
5	DBM110	Environmental Principles of Business	Core	4.1.0	4.1.0	5	5
6	DBM112	Retail Management	Core	4.1.0	4.1.0	5	5
			Total Credit	24:6:0	24:6:0	30	30

Total Credit Hours:30

Total Contact Hours:30

Course Code	DBM101
Course Title	Professional Communication Skills
Type of Course	Core
L T P	4 1 0
Credits	5
Course pre-requisite	10+2
Course Objectives	The objective of this course is to assist the students to acquire proficiency, both in spoken and written language. Student will be able to develop comprehension, improve writing skills, and correspond with others.

Syllabus

Unit-I

Introduction to Communication: meaning, process, importance of communication in business, types of information, formal and informal communication, internal and external communication, communication channels, choosing the means of communication, audience analysis, ethical considerations for business communication, media of communication, barriers of communication, approaches to effective communication, essentials of effective business communication (7Cs model).

Unit –II

Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, process of listening, principles and barriers to listening, activities to improve listening. **Non verbal communication:** features, understanding of body language, posture, gestures.

Unit-III

Types of Communication: oral communication, art of public speaking, telephonic conversations and voice mails, group communication through committees, preparing and holding meetings, other formal communication with public at large, seminar, symposia and conferences and Group Discussion.

Unit-IV

Written Communication: layout of letter writing, types of letter writing: persuasive letters, request letters, sales letters, interview letters, promotion letters, resignation letters, newsletters, circulars, agenda, notice, office memorandums, office orders, press release. **Report Writing:** structure, types, formats, drafting of various types of report.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1.	Varinder Kumar and Bodh Raj	Business Communication	Kalyani Publishers
2.	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company

Course Code	DBM103
Course Title	Computer Applications in Business
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	To enable the students to acquire basic knowledge in the fundamentals of computers and its applications in the various areas of business.

Syllabus

Unit-I

Computer: definition, computer users, computer for individual users, computer for organizations, computer in society, components of computer, input unit, output unit, storage unit CPU- ALU, control unit, registers, computer hardware. **System Software:** application of software. **Computer Systems:** types of computer systems, micro, mini, mainframe and super computers - analog, digital and hybrid computers, business and scientific computer systems, first, second, third and fourth generation computers, laptop and notebook computers.

Unit-II

Computer Data: information, data processing, data storage and data retrieval capabilities, storage devices, primary memory, RAM, ROM, PROM, EPROM, cache memory, secondary memory, magnetic tape, hard disk, compact disks, importance of computers in business, computer applications in various areas of business, computer related jobs in business. **Input Devices:** keyboard, mouse, scanner. **Output Devices:** monitor, VDU, LCD, and CRT. **Printers:** commonly used printers, high-quality printers, thermal-wax printers, dye- sublimation printers, plotters.

Unit-III

Operating Systems: DOS, internal commands, external commands. **Windows:** UNIX, windows NT, windows98, windows XP. **Types of Operating Systems:** batch, online and real time system, time sharing, multiprogramming and multiprocessing systems. **Networking Basics:** sharing data anywhere, anytime, the uses of a network, common types of networks.

Unit-IV

Definition of Information: history of Information, quality of information, information processing. **Management Decision Making :** IT support for management decision making, data transformation and management. **Decision Support Systems (DSS):** characteristics and capabilities of DSS, components and structures of DSS, **Data and Information Analysis:** information and enterprises, information systems to support business functions, functional information systems, management information systems.

Suggested - Readings:

S. No.	Author(s)	Title	Publisher
1.	Chetan Srivastava	Fundamentals of Information Technology	Kalyani Publishers
2.	V. Rajaraman	Fundamentals Of Computers	Prentice Hall India Pvt., Limited

Course Code	DBM105
Course Title	Basics of Accounting
Type of course	Core
L T P	4 1 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	To understand fundamental accounting concepts as well as to be able to make and read the extract meaningful information from financial statements.

Syllabus

Unit-I

Financial Accounting: concept, objectives, uses and limitations, **Basics of Accounting:** concepts, conventions and principles. Accounting Cycle, Accounting records and system, Users of accounting information, Journal (With Practical), Ledger (with Practical).

Unit-II

Trial Balance (with Practical), Final Accounts (with Practical). **Analysis of Financial Statement:** ratio analysis (with practical) and cash flow and fund flow statement analysis.

Unit-III

Introduction to cost Accounting and Management Accounting, and their interrelationship with Financial Accounting. **Introduction to Marginal Costing:** cost volume profit relationships, budgets .

Unit-IV

New development in Management Accounting: activity-based costing, life-cycle costing, target costing and Kaizen Costing, significance of computerized accounting system.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Thomas and Thomas	Accounting for Managers	McGraw- Hill
2	Garg sareen and Chawla	Management Accounting	Himalaya Publication

Course Code	DBM107
Course Title	Practices of Management
Type of course	Core
L T P	4 1 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Syllabus

Unit-I

Management: definition, nature, purpose and scope, functions of a manager, roles and skills, manager's job and universality of management. **Historical background of Management:** classical approach, scientific management, general administrative theory, quantitative approach, total quality management, quantitative approach, behavioral approach, early advocates of organizational behavior, the behavioral approach, the contemporary approach.

Unit-II

Planning: types of plans, process of planning, nature and purpose of strategies and policies. **Management by Objectives:** concept, objectives setting process, benefits and weaknesses of MBO. **Decision Making:** process, types of decisions and decision making conditions, decision making styles and planning. **Organizing:** concept of organization, process of organizing, Basis of departmentation, authority and power, line and staff relationships, delegation of authority, responsibility and accountability, steps to make delegation effective decentralization, purpose and types of decentralization, span of management.

Unit-III

Directing: motivating and leading people at work. **Communication:** nature, process, networks and barriers, effective Communication. **Leadership:** concept, nature, importance, attributes of a leader, developing leaders across the organization **Coordination:** need, factors which make coordination difficult, techniques to ensure effective coordination. **Control:** planning-control relationship, process and techniques of control, human response to control, types of control- feed forward control, concurrent control (Real Time Information & Control), and feedback control.

Unit-IV

International Management Practices: a comparative study of management practices in India, Japan, USA and China with particular reference to planning, organizing, directing, staffing and controlling. Recent developments in the field of management in a global perspective. Business Ethics and Social Responsibility.

Suggested - Books

S. No.	Author(s)	Title	Publisher
1	Koontz	Essentials of Management	Tata McGraw-Hill
2	Freeman, Gilbert Jr	Principles of Management	Pearson Education

Course Code	DBM109
Course Title	Database and MIS
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Outcome (CO)	The objective of this course is to make students understand about the concepts of database and business management.

Syllabus

Unit-I

DBMS: introduction, basics of data and information, characteristics. definition of DBMS, advantages and disadvantages of DBMS, DBMS architecture, users of DBMS, components and functions of DBMS, roles of database administrator. **Data Models:** introduction, data models, relational model, network model, hierarchical model, relation, tuple, attribute, schema, subschema, **DBMS Languages:** DDL, DML, DCL. **Transaction Management:** transactions, ACID properties.

Unit-II

Database Protection: recovery concepts, undo, redo, deferred update, immediate update, shadow paging. **Security:** types of security, database protection, authentication, authorization, access control security solutions. **Concept Of Data:** fundamental aspects of information, capturing of information, organization of information. **Dimension and Sources of Information:** users of internal and external information, information systems, categories of information systems, and components of an information. **System Development:** life cycle of information system, types of system.

Unit- III

MIS Generators: elements of MIS and their working principle, types of MIS, MIS installation, nature and scope of MIS, characteristics of MIS, MIS model, role of MIS in an organization.

Unit-IV

Various Types of Information Systems: transaction processing systems, office automation systems, MIS and decision support system. **Case Studies of the Information System:** accounting information systems, inventory control systems & marketing systems.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Henry Korth and A. Silberschatz	Database System Concepts	McGraw-Hill
2	Bipin Desai	An Introduction to Database System	West Publishing Company

Course code	DBM111
Course Title	Communication Channels and Advertisement
Type Of course	Core
LTP	4 1 0
Credits	5
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

Syllabus

Unit I

Advertisement: definition, nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising. Place of advertising in marketing mix, Indian advertising industry.

Unit II

Advertising Copy: meaning, components, types of advertising copy, copy writing, different elements of a copy and layout, **Advertising research:** importance, testing advertising effectiveness market testing for ads.

Unit III

International Advertising: importance, international Vs local advertising. **Promotional Objectives:** importance, determination of promotional objectives, setting objective DAGMAR. **Advertising Budget:** objectives, preparation and methods of advertising budget. **Advertising Agency:** function, selection and compensation.

Unit IV

Communication: meaning, communication marketing definition, role of communication in advertisement. **Integrated Communication Mix (IMC):** meaning, importance, process, communication mix-components, role in marketing. **Branding:** meaning, importance in advertising.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Dogilvy	Advertising channels	Himaliya
2	Kazmi and Batra	Advertising and Sales Management	Excel com

Course Code	DBM102
Course Title	Research Methodology
Type of course	Core
L T P	4 1 0
Credits	5
Course prerequisite	10+2
Course Objective (CO)	The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Syllabus

Unit –I

An Introduction to Research: meaning, definition, objectives and process. **Research Problem:** selection of problem, understanding problem, necessity of defined problem, review of literature in research. **Research Design:** meaning, types –descriptive, diagnostic, exploratory and experimental.

Unit –II

Sources Of Data: primary and secondary, data collection methods, **Questionnaire Designing:** construction, types and developing a good questionnaire. **Sampling Design and Techniques:** scaling techniques, meaning, types. **Data Processing Operations:** editing, coding, classification, tabulation.

UNIT –III

Statistics: descriptive statistics, central tendency and dispersion. **Correlation:** linear, partial and multiple, simple and multiple regression, discriminant analysis, conjoint analysis, time series and business forecasting, applications of index numbers.

Unit –IV

Multi Dimensional Scaling: factor analysis, cluster analysis, interpretation of data, report preparation and presentation. Each student has to prepare mini research project on topic / area of their choice and make presentation.

Suggested- Readings:

S. No.	Author(s)	Title	Publisher
1.	Hiolton, Brownlow McMurray, Cozens	SPSS Explained	Tata McGraw Hill
2.	Willian G.Zikmund	Business Research Methods	Thomson South- Western Learning

Course Code	DBM104
Course Title	Human Resource Practices
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the concepts of Human resources in the organization and their roles in the Business Concerns.

Syllabus

Unit-1

Human Resource Management : meaning, definition, scope of HRM, objectives and functions of HRM, role and qualities of HRM manager, HRM policies and principles, HRM model.

Human Resource Planning: importance of human resource planning, contemporary challenges in human resource planning, factors affecting HRP, HRP process, approaches to HRP, evaluating effectiveness of HRP, methods of HRP.

Unit-II

Human Resource Procurement: recruitment, selection and placement. **Human Resource**

Training: training, methods of training, evaluating training effectiveness, **Human Resource**

Development: managerial development methods for developing managers.

Unit-III

Performance Appraisal: meaning, purpose, essentials of effective performance appraisal system, various components of performance appraisal, methods and techniques of performance appraisal. **Employee Remuneration:** concept, objectives, factors influencing employee remuneration, remuneration methods, challenges of remuneration. **Incentives:** concept, importance and types. **Fringe Benefits:** meaning, types and administration of benefits.

Unit-IV

Human Resource Discipline: discipline meaning and importance, disciplinary action dismissal and retrenchment, various workplace safety and health issues and management of these issues.

Human Resource Redesigning: work redesigning, job enlargement, job relation, job evaluation, job satisfaction-importance and measurement, work life balance.

Suggested- Readings:

S. No.	Author(s)	Title	Publisher
1	Aswathappa, K	Human Resource Management	Tata McGraw-Hill.
2	Bratton, J. and Gold, J.	Human Resource Management	Theory and Practice,

Course Code	DBM106
Course Title	Managerial Marketing
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the Market behavior and customer satisfaction through marketing processes.

Syllabus

Unit-I

Nature and scope of Marketing: marketing meaning, scope and objectives. **Marketing Environment:** environment scanning, marketing information system and marketing research, understanding consumer and industrial markets.

Unit-II

Market Segmentation, Targeting and Positioning, Product decisions, product mix, product life cycle, new product development, branding and packaging decisions. pricing methods and strategies.

Unit-III

Promotion Decisions: promotion mix, advertising, sales promotion, publicity and personal selling. **Distribution Decisions:** patterns of channels and types of intermediaries, channel design decisions, channel conflict, types and functions of wholesalers and retailers, emerging trends in retailing.

Unit-IV

Direct Marketing: meaning, benefits and growth of direct marketing, forms of direct marketing. **Multi Level Marketing:** meaning, need and importance of multilevel marketing, advantages, criticism of multilevel marketing, Ethical issues in direct & multilevel marketing.

Organizing and Implementing Marketing: evaluation and control of marketing efforts.

Management of Sales: sales organization and its relationship with marketing department.

Suggested- Readings:

S. No.	Author(s)	Title	Publisher
1	Kotlar, Philip	Marketing Management	Prentice Hall, New Delhi.
2	Stanton, Etzel, Walker	Fundamentals of Marketing	Tata-McGraw Hill, New Delhi.

Course Code	DBM108
Course Title	Basics of Financial Management
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	The focus of this course is in the area of financial management to show how managers interface with accounting and finance departments

Syllabus

Financial Management: meaning, scope, objectives and financial goals of financial management, Finance function. **Source of Long Term Funds:** equity shares, preference share, debentures, public deposits, factors affecting long term funds requirements. **Cost of Capital:** concept, objectives, calculation of cost of capital.

Unit-II

Capital Budgeting: capital budgeting process, project selection. **Capital Budgeting Techniques:** payback period methods, average rate of return, net present value methods, IRR, benefit-cost ratio, capital rationing. **Lease Financing:** concepts, types of leases.

Unit-III

Capital Structure: determinants of capital structure, capital structure theories. **Leverage:** Operating and Financial Leverage. **Management of Retained Earnings:** retained earnings & dividend policy, consideration in dividend policy, forms of dividends theories.

Unit-IV

Working Capital: concept, factors affecting working capital requirements, operating cycle of working capital, sources of working capital. **Inventory Management:** concept, objectives, Inventory control techniques EOQ.

Suggested- Readings:

S. No.	Author(s)	Title	Publisher
1	Kotlar, Philip	Marketing Management	Prentice Hall, NewDelhi.
2	Stanton, Etzel, Walker	Fundamentals of Marketing	Tata-McGraw Hill, New Delhi.

Course Code	DBM110
Course Title	Environmental Principles of Business
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.

Syllabus

UNIT-I

Business Environment in India: meaning, objectives, elements of environment, political, legal, social, cultural, technological and economic, environment scanning, techniques used for scanning.

UNIT-II

Monetry and Fiscal Policies, Multinational corporations, Globalization, **Social Audit:** meaning and importance, sun-rise sectors of India economy. Challenges of Indian economy, Economic Policy, Competition Law, RTI Act, Consumer Protection Act.

UNIT-III

Recent World Trade and Foreign Investment trends, World financial Environments, Tariff and Non tariff barriers, Regional Blocks, International Production, Internationalization of Service firms, Operation management in International firms.

UNIT-IV

Challenges faced by International Business and investment opportunities for Indian industry. **FDI :** meaning, FDI concepts and functions need for FDI in developing countries, factors influencing FDI, FDI operations in India, GATT and WTO.

Suggested- Readings:

S. No.	Author(s)	Title	Publisher
1.	Bhalla, V.K., and S.Shivaramu	International Business, Environment	Anmol
2.	Bhalla, V.K.	International Economy	Anmol

Course Code	DBM112
Course Title	Retail Management
Type of Course	Core
L T P	4 1 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	The prime objective of the subject to give in-depth understanding of all aspects of retail business.

Syllabus

Unit-I

Introduction to Retailing: nature and scope of retailing, types of retail formats. **Retail Franchising:** concept, types, advantages and disadvantages. **Retail Locations:** types of retail locations, steps involved in choosing a retail location, methods of evaluating a trading area. **Retail Merchandising:** concept of merchandising, planning merchandising assortments.

Unit-II

Servicing the Retail Customer: concept of customer service, importance of service in retail, customer service as a part of retail strategy. **Retail Store Design:** importance of store design, exterior store design, interior store design, visual merchandising. **Supply Chain Management:** importance of supply chain management with reference to retailing, supply chain integration.

Unit-III

Financial Management Issues in Retail: strategic profit model, the profit path., store operations- size & place allocation, store maintenance, inventory management in retail, fdi in retailing.

Unit-IV

Retailing Strategy: retail strategy, target market and retail planning process, financial strategy. **site selection:** importance, factors affecting the site selection, estimating demand for a new location. **Human Resource Management in Retailing:** gaining competitive advantage through HRM, designing retail organization structure, motivating retail employees.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1.	Berman & Evans	Retailing Management	Practice Hall
2.	Levy & Wertz	Retailing Management	Pearsons