



## SYLLABUS OF DIPLOMA IN MANAGEMENT (DIM)

For Academic Session 2017-18

Duration: 1Year

Total Credit: 32

Course Code	Course Title	Credit
<b>Semester - I</b>		
MP-01	Understanding of Business and its Environment	4
MP-02	Management Principles and Applications	4
MP-03	Human Resources and Organisational Behaviour	4
MP-04	Marketing and Retail Management	4
<b>Semester - II</b>		
MP-05	Finance and Accounting for Management	4
MP-06	Operations Management	4
MP-07	Information Technology for Business	4
MP-08	Business Communication and Soft Skills	4

## Semester – I

<b>MP-01:</b>	<b>Understanding of Business and its Environment</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Introduction to Business</b>	
	Unit-1	Overview and Significance of Business
	Unit-2	Objectives of Business
	Unit-3	Constituents of Business Environment
<b>Block-2:</b>	<b>Business Environment</b>	
	Unit-1	Business and Society
	Unit-2	Business Environment: Local to Global
<b>Block-3:</b>	<b>Forms of Business Organisation</b>	
	Unit-1	Forms of Business: Sole-Proprietorship
	Unit-2	Forms of Business: Partnership
	Unit-3	Forms of Business: Company
<b>Block-4:</b>	<b>Legal Aspects of Business</b>	
	Unit-1	Legal Aspects of Business: Law of Contract
	Unit-2	Legal Aspects of Business: Company Law
	Unit-3	Legal Aspects of Business: Consumer Protection Act

<b>MP-02:</b>	<b>Management Principles and Applications</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Introduction to Management</b>	
	Unit-1	Nature and Significance of Management
	Unit-2	Managerial Skills and Roles of Managers
	Unit-3	Evolution of Management Thought
<b>Block-2:</b>	<b>Planning and Decision Making</b>	
	Unit-1	Managerial Planning
	Unit-2	Management by Objectives
	Unit-3	Decision Making
<b>Block-3:</b>	<b>Principles of Organizing</b>	
	Unit-1	Organising Principles
	Unit-2	Delegation of Authority and Responsibility
	Unit-3	Centralisation and Decentralisation
<b>Block-4:</b>	<b>Directing and Controlling</b>	
	Unit-1	Direction: Motivation, Communication and Leadership
	Unit-2	Controlling Tools and Techniques
	Unit-3	Recent Trends in Management

<b>MP-03:</b>	<b>Human Resources and Organisational Behaviour</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Human Resources and Organisational Behaviour</b>	
	Unit-1 Human Resource Management: Conceptual Framework	
	Unit-2 Understanding Individuals and Groups	
	Unit-3 Behaviour in Organisations	
<b>Block-2:</b>	<b>Human Resource Functions</b>	
	Unit-1 Recruitment and Selection	
	Unit-2 Socialisation Process	
	Unit-3 Training and Development	
<b>Block-3:</b>	<b>Essentials of Compensation Management</b>	
	Unit-1 Overview of Compensation Management	
	Unit-2 Compensation Management Practices in Industry	
	Unit-3 Statutory Provisions in Compensation Management	
<b>Block-4:</b>	<b>Managing People for Performance</b>	
	Unit-1 Participative Management	
	Unit-2 Employee Empowerment	
	Unit-3 Performance Management	

<b>MP-04:</b>	<b>Marketing and Retail Management</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Introduction to Marketing</b>	
	Unit-1 Introduction to Marketing	
	Unit-2 Core Concepts of Marketing	
	Unit-3 Marketing Environment	
<b>Block-2:</b>	<b>STP, Marketing Mix, Promotion Mix</b>	
	Unit-1 Marketing Mix	
	Unit-2 Segmentation, Targeting and Positioning	
	Unit-3 Advertising and Sales-Promotion	
	Unit-4 Public Relations	
<b>Block-3:</b>	<b>Consumer Decision-making Process, New Product Development, Product Life Cycle</b>	
	Unit-1 Consumer Decision-making	
	Unit-2 New Product Development	
	Unit-3 Product Life Cycle	
<b>Block-4:</b>	<b>Retail Marketing</b>	
	Unit-1 Retail Management: An Overview	
	Unit-2 Retailing Mix	
	Unit-3 Concept of Merchandising and Planning Process	

## Semester – II

<b>MP-05:</b>	<b>Finance and Accounting for Management</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Fundamentals of Accounting</b>	
	Unit-1 Introduction to Finance	
	Unit-2 Basic Terminologies of Finance	
	Unit-3 Principles of Finance	
<b>Block-2:</b>	<b>Introduction to Business Finance</b>	
	Unit-1 Sources of Finance	
	Unit-2 Basic Terminologies of Accounting	
	Unit-3 Principles of Accounting	
<b>Block-3:</b>	<b>Preparations of Financial Statements</b>	
	Unit-1 Financial Accounting & its Applications	
	Unit-2 Preparation of Financial Statements	
	Unit-3 Depreciation Methods and Techniques	
<b>Block-4:</b>	<b>E-commerce and its Applications</b>	
	Unit-1 Financial Statements Analysis	
	Unit-2 Ratio Analysis and Trend Analysis	
	Unit-3 Comparative and Common Size Statement	

<b>MP-06:</b>	<b>Operations Management</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Introduction to Operations Management</b>	
	Unit-1 Introduction to Operations Management	
	Unit-2 Roles of Operations Manager	
<b>Block-2:</b>	<b>Plant Layout and Location</b>	
	Unit-1 Plant Location	
	Unit-2 Layout Planning and Development	
	Unit-3 Product Layout	
<b>Block-3:</b>	<b>Inventory Management</b>	
	Unit-1 Introduction to Inventory Management	
	Unit-2 Inventory Cost and ABC Analysis	
	Unit-3 Logistics and Supply Chain Management	
<b>Block-4:</b>	<b>Quality Management System</b>	
	Unit-1 Statistical Quality Control	
	Unit-2 Quality Management System	
	Unit-3 Lean and Six- Sigma	

<b>MP-07:</b>	<b>Information Technology for Business</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Computer Fundamentals</b>	
	Unit-1 Introduction to Computer	
	Unit-2 Impact of Computer on Society	
<b>Block-2:</b>	<b>MS-Office and Operating System</b>	
	Unit-1 MS office- Microsoft Word, Excel and PowerPoint	
	Unit-2 Operating System	
<b>Block-3:</b>	<b>Internet and Social Media</b>	
	Unit-1 Overview of Internet and its Application	
	Unit-2 Uses of Social Media and its Impact	
<b>Block-4:</b>	<b>Management Information System</b>	
	Unit-1 Management Information System: Basic Concepts	
	Unit-2 MIS Application in Organisation	
	Unit-3 MIS Issues and Challenges: Organising Issues, Control Issues and Social Issues	

<b>MP-08:</b>	<b>Business Communication and Soft Skills</b>	<b>4 Credit</b>
<b>Block-1:</b>	<b>Concept, Importance &amp; Process of Communication</b>	
	Unit-1 Introduction to Business Communication	
	Unit-2 Business Communication Process	
<b>Block-2:</b>	<b>Written Communication in (Office) Management</b>	
	Unit-1 Oral and Written Communication	
	Unit-2 Business Presentations	
<b>Block-3:</b>	<b>Soft Skills and Personality Development</b>	
	Unit-1 Introduction to Business Etiquettes	
	Unit-2 Classification of Business Etiquettes	
	Unit-3 Body Language	
<b>Block-4:</b>	<b>Group Discussion &amp; Interview Techniques</b>	
	Unit-1 Preparing C.V. / Resume	
	Unit-2 Interview Skills and Techniques	