



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

SYLLABUS OF DIPLOMA IN MANAGEMENT (DIM)

For Academic Session 2016-17

Programme Objectives:

- To understand the basic concepts, approaches and principles of management for accomplishing business objectives.
- To develop a managerial perspective on issues and problems in different functional areas of management.
- To communicate, motivate and lead people for performance in the changing business environment.
- To apply managerial tools, techniques and models for successful business applications.

Duration: 1 Year

Total Credit: 32

Semester-I

Course 01: Understanding of Business and its Environment

Block -1	Unit -1 Overview and Significance of Business Unit -2 Objectives of Business Unit -3 Constituents of Business Environment	(1 Credit)
Block -2	Unit -1 Business and Society Unit -2 Business Environment: Local to Global	(1 Credit)
Block -3	Unit -1 Forms of Business: Sole-Proprietorship Unit -2 Forms of Business: Partnership Unit -3 Forms of Business: Company	(1 Credit)

Block -4 (1 Credit)
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

Course 02: Management Principles and Applications

Block -1 (1 Credit)
Unit -1 Nature and Significance of Management
Unit -2 Managerial Skills and Roles of Managers
Unit -3 Evolution of Management Thought

Block -2
Unit -1 Managerial Planning
Unit -2 Management by Objectives
Unit -3 Decision Making

Block -3 (1 Credit)
Unit -1 Organising Principles
Unit -2 Delegation of Authority and Responsibility
Unit -3 Centralisation and Decentralisation

Block -4 (1 Credit)
Unit -1 Direction:
Motivation, Communication and Leadership
Unit -2 Controlling Tools and Techniques
Unit -3 Recent Trends in Management

Course 03: Managing Human Resources

Block -1 (1 Credit)
Unit -1 Human Resource Management: Conceptual Framework
Unit -2 Understanding Individuals and Groups
Unit -3 Behaviour in Organisations

Block -2 (1 Credit)
Unit -1 Recruitment and Selection
Unit -2 Socialisation Process
Unit -3 Training and Development

Block -3 (1 Credit)
Unit -1 Overview of Compensation Management
Unit -2 Compensation Management Practices in Industry
Unit -3 Statutory Provisions in Compensation Management

Block -4 (1 Credit)
Unit -1 Participative Management
Unit -2 Employee Empowerment
Unit -3 Performance Management

Course 04: Marketing and Retail Management

Block -1 (1 Credit)
Unit -1 Introduction to Marketing
Unit -2 Core Concepts of Marketing
Unit -3 Marketing Environment

Block -2	Unit -1 Marketing Mix Unit -2 Segmentation, Targeting and Positioning Unit -3 Advertising and Sales-Promotion Unit -4 Public Relations	(1 Credit)
Block -3	Unit -1 Consumer Decision-making Unit -2 New Product Development Unit -3 Product Life Cycle	(1 Credit)
Block -4	Unit -1 Retail Management: An Overview Unit -2 Retailing Mix Unit -3 Concept of Merchandising and Planning Process	(1 Credit)

Semester-II

Course 05: Finance and Accounting for Management

Block -1	Unit -1 Introduction to Finance Unit -2 Basic Terminologies of Finance Unit- 3 Principles of Finance	(1 Credit)
Block -2	Unit -1 Sources of Finance Unit -2 Basic Terminologies of Accounting Unit -3 Principles of Accounting	(1 Credit)
Block -3	Unit -1 Financial Accounting & its Applications Unit -2 Preparation of Financial Statements Unit -3 Depreciation Methods and Techniques	(1 Credit)
Block -4	Unit -1 Financial Statements Analysis Unit -2 Ratio Analysis and Trend Analysis Unit -3 Comparative and Common Size Statement	(1 Credit)

Course 06: Operations Management

Block -1	Unit -1 Introduction to Operations Management Unit -2 Roles of Operations Manager	(1 Credit)
Block -2	Unit -1 Plant Location Unit -2 Layout Planning and Development Unit -3 Product Layout	(1 Credit)
Block -3	Unit -1 Introduction to Inventory Management Unit -2 Inventory Cost and ABC Analysis Unit -3 Logistics and Supply Chain Management	(1 Credit)
Block -4		(1 Credit)

Unit -1 Statistical Quality Control
Unit -2 Quality Management System
Unit -3 Lean and Six- Sigma

Course 07: Fundamentals of Computer Application

Block -1	Unit -1 Introduction to Computer Unit -2 Impact of Computer on Society	(1 Credit)
Block -2	Unit -1 MS office Microsoft Word, Excel and Power Point Unit -2 Operating System	(1 Credit)
Block -3	Unit -1 Overview of Internet and its Application Unit -2 Uses of Social Media and its Impact	(1 Credit)
Block -4	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	(1 Credit)

Course 08: Business Communication and Soft Skill

Block -1	Unit -1 Introduction to Business Communication Unit -2 Business Communication Process	(1 Credit)
Block -2	Unit -1 Oral and Written Communication Unit -2 Business Presentations	(1 Credit)
Block -3	Unit -1 Introduction to Business Etiquettes Unit -2 Classification of Business Etiquettes Unit -3 Body Language	(1 Credit)
Block -4	Unit -1 Preparing C.V. / Resume Unit -2 Interview Skills and Techniques	(1 Credit)