

## SYLLABUS FOR DIPLOMA IN MANAGEMENT

[Total Credits for DIM = 8x4= 32 Credits]

### SEMESTER I:

#### 1. Name of the Course: Principles and Practise of Management (Total Credit = 4)

SL No	Topics to be Covered	No of Credits
1	Basic Concepts of Management Definition, Nature and scope of Management	1
2	Management theories- F.W. Taylor, Henry Fayol	1
3	Functions of Management Planning- Definition, Nature, Importance, Steps, Limitations and Management by Objectives Organising- Definition, Natures, Importance, Principles, Centralisation vs Decentralisation Leading - Nature and scope Staffing – Definition, Nature, Importance, Steps or Process of Staffing Directing – Definition, Importance, Steps Controlling - Definition, Nature, Importance, Steps of Controlling	2

#### 2. Name of the Course: Introduction to Human Resource Management (Total Credit= 4)

SL No	Topics to be Covered	No of Credits
1	Introduction and Importance Evolution of HRM	1
2	Difference between Personnel Management & HRM Role of HR Manager and Challenges	1
3	Evaluating various HR functions: Manpower Planning Recruitment & Selection Induction Training and Development Compensation Management Performance Management Industrial Relations	2

**3. Name of the Course: Managerial Economics (Total Credit= 4)**

<b>SL No</b>	<b>Topics to be Covered</b>	<b>No of Credits</b>
1	Introduction to Managerial Economics, Nature and Scope	1/2
2	Demand- Meaning of Demand, Law of Demand-Income -Prices of Related Goods, the Demand Function Elasticity of demand: price, cross, income Supply function	1
3	The Production Function: Short-Run (Law of Variable Proportion) versus Long-Run Decisions (Laws of Returns to Scale) Cost Function- Different types of Cost, Short run cost vs Long run cost	2
4	Concepts of Total Revenue, Average Revenue and Marginal Revenue	1/2

**4. Name of the Course: Marketing Management (Total Credit- 4)**

<b>SL No</b>	<b>Topics to be Covered</b>	<b>No of Credits</b>
1	Definition and evolution of marketing, Scope of marketing	1
2	Market Segmentation, Segmenting the Market, Benefits and Limitations of Market Segmentations, Market Targeting – Introduction, Product Positioning- Introduction	1
3	Marketing Mix:  Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC. Pricing Decisions, Pricing Objectives, Strategies Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. Channels of Distribution for Consumer & Industrial Product	2

## **SEMESTER II:**

### **1. Accounting for Managers (Total Credit= 4)**

SL No	Topics to be Covered	No of Credits
1	Introduction, Meaning & Scope of Financial Accounting Accounting concepts and conventions: Accounting concepts, principles, conventions and assumptions, generally accepted accounting principles (GAAP)	1
2	Principles of double entry, Accounting Equation, Accounting Process (Journal entries, Trial balance)	1
3	Depreciation – Straight Line and Written down value method	1
4	Preparation of Financial Statements: Balance Sheet, Profit and Loss account	1

### **2. Production and Operations Management (Total Credit= 4)**

SL No	Topics to be Covered	No of Credits
1	Introduction, Definition and Objectives of Operations Management Role of Operation Manager	1
2	Factors affecting in selecting a location for setting up factory	1
3	Layout planning: Layout concept, development of a process layout, product layout	1
4	Inventory Management – definition of inventory, purpose of inventory, types of inventory, inventory costs, Inventory Management, ABC Analysis	1

### 3. Strategic Management (Total Credit- 4)

SL No	Topics to be Covered	No of Credits
1	Concept of Strategy Process of Strategy Strategic Framework	1
2	Environmental Analysis: External Analysis Internal Analysis	1
3	Corporate Strategy- Joint Ventures, Diversification	2

### 4. Legal Aspects of Business (Total Credit = 4)

SL No	Topics to be Covered	No of Credits
1	Meaning of Law, Nature and Scope of Business Law	1
2	Indian Contract Act 1872- : Meaning and Formation of Contract, Essentials of contract agreement, Performance of Contract, Discharge of Contract, Remedies for breach	1
3	Sale of Goods Act: Definition of Contract of Sales, Essential conditions and warranties	1
4	Consumer Protection Act- Definition of Consumer, Unfair Trade Practises, Rights of Consumer	1

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