

## **Diploma in Business management (DBM)**

### **(One Year programme)**

This diploma is being offered to cater to the needs of the rapidly growing industries in the globalized economy. The programme is mainly targeted for the individuals who wanted to experience various emerging issues in the field of Business management. The course is useful to the employees of public sector and private sector to enhance their problem solving and decision-making skills. The diploma is designed to satisfy the needs of the individuals to pursue their further Education in the field of Management. It also addresses the professional needs of managers and executives in dealing with day-to-day business/ managerial problems. The programme has twelve courses. The courses DBM411, 412, 413, 414, 415 and 416 are offered in the 1<sup>st</sup> term. The courses include Principles of Management & Organizational Behaviour, Marketing Management, Financial & Management Information Systems and Quantitative & Research Methods. There are six courses offered in the second term. Among these, Strategic Management and Operations Management are two compulsory courses and the student has to choose three elective courses of his choice from the list given below. The sixth paper in II term i.e., DBM 440 is a project report, which is to be submitted by every student. The objective of the project report is to bridge the gap between the theory and practice. This is to be prepared based on the inputs obtained in two terms along with their industrial exposure. This programme is offered by the faculty members of the School of Management Studies besides a large number of resource persons drawn from industry.

**Course Structure:**

<b>Term-I</b>	
DBM411	Principles of Management and Organizational Behaviour
DBM412	Marketing Management
DBM413	Accounting & Financial Management
Part-1	Accounting for Management
Part-2	Financial Management
DBM414	Human Resource Management
DBM415	Management Information Systems
DBM416	Quantitative and Research Methods
Part-I	Quantitative Methods
Part-II	Research Methods

<b>Term-II</b>	
DBM421	Strategic management
DBM422	Operations Management
DBM423	3 Electives to be chosen from 13 electives from 423 to 435
DBM440	Project Work

<b>Electives</b>	
DBM423	Customer Relationship Management
DBM424	Marketing of Services
DBM425	Sales and Distribution Management
DBM426	Supply Chain Management
DBM428	Quality Management
DBM429	Security Analysis and Portfolio Management
DBM430	Financial Risk Management

DBM431	Strategic Financial Management
DBM432	Team Building and Leadership
DBM433	Management of Change and Organizational Development
DBM434	Performance Management
DBM435	Project Management