

DIPLOMA IN MANAGEMENT (DIM)

Mode	Dual Mode University System
Duration	1 Year
Pattern of Examination	Semester
Eligibility	10+2 in relevant subject

SCHEME OF EXAMINATION

Subject Code	Title
1stSem.	
DIM-101	Accounting Finance for Managers
DIM-102	Business Laws
DIM-103	Economics For Managers
DIM-104	Information Technology For Managers
DIM-105	Quantitative Techniques in Management
2ndSem.	
DIM-201	Marketing Management
DIM-202	Human Resource Management
DIM-203	Production and Operations Management
DIM-204	Research and Communications Methodology
DIM-205	Management and Organisational Behaviour

DIM-101:ACCOUNTING FINANCE FOR MANAGERS

Basic Concepts of Accounting and Finance, Financial Markets, Financial Instruments, Financial Reporting, Balance Sheet, Profit and Loss Account, Cash Flow Statement, Financial Statement Analysis, Accounting for Decision Making ,Standard Costing & Variance Analysis, Activity Based Costing, Cost-Volume-Profit Analysis, Investment Appraisal-basic concepts, Investment Appraisal-Methods and Consideration, The Financing Mix, Payout Decisions, Budgets as a Basis for Planning and Control, Introduction to Working Capital and Managing Liquid Assets.

REFERENCE BOOKS:

1. Bhattacharya, S.K. and Dearden, John, “Accounting for Management”, Vikas Publishing House
2. Chandra, Prasanna, “Financial Management: Theory and Practices”, Tata Mc Graw Hill, New Delhi.
3. Khan and Jain, “Theory and Problems of Management and Cost Accounting”, Tata Mc Graw Hill, New Delhi.
4. Lal Jawahar, “Management Accounting”, Tata McGraw Hill, New Delhi.
5. Maheshwari, S.N. “Introduction to Accounting”, Sultan Chand and Sons, Delhi.
6. Maheswari, S.N. “Advanced Accounting”, Sultan Chand and Sons, Delhi.

DIM-102:BUSINESS LAWS

Introduction to Business Laws, Law of Contract, Law of Sale of Goods, Law of Negotiable Instruments, The Consumer Protection Act,1986, Law of Arbitration and Conciliation, Law of Information technology, Elements of Company Law-

- a) Basic Concepts of Company Law
- b) Kind of Companies
- c) Memorandum and Article of Association

REFERENCE BOOKS:

1. Dr.Vinod K.Singhania -Direct Taxes Planning and Management (Latest edition)
2. N.D. Kapoor, Elements of Mercantile Law – Sultanchand and company, New Delhi – Latest edition.
3. P.P.S. Gogna, Mercantile Law, S. Chand & Co. Ltd., New Delhi, 1999.
4. Sen & Mitra – Commercial and Industrial law – The world press, Pvt. Ltd., Calcutta – 1996.

DIM-103:ECONOMICS FOR MANAGERS

The Economy and its Basic Problems, Fundamentals of Market Economy-

- a) Laws of Demand, Supply and Market Equilibrium,
- b) Elasticity of Demand and Supply
- c) Market Equilibrium and Disequilibrium

Failure of the Market Economy and the Role of the Government, Theory of Consumer Demand-

- a) Cardinal Utility Approach
- b) Ordinal Utility Approach
- c) Recent Developments in Consumption Theory
- d) Consumer Surplus

Theory of Production and Analysis of Costs –Production with One Variable Input, Production with Two Variable Input, Optimum Combination of Inputs

Theory of Firm-

- a) Determination of Price and Output
- b) Objectives of Firms and Market Structure
- c) Determination of Price and Output Under Perfect Competition
- d) Determination of Price and Output Under Monopoly
- e) Determination of Price and Output Under Monopolistic Competition
- f) Determination of Price and Output Under Oligopoly

Macroeconomics-

- a) Circular Flow Model of the Economy
- b) National Income :Concepts and Measurement
- c) Determination of National Income
- d) Income Determination with Government and Foreign Trade
- e) Theories of Aggregate Consumption
- f) Keynesian Theory of Interest ,Investment and the Principle of Accelerator

REFERENCE BOOKS:

1. Christopher R Thomas & S Charles Maurice, Managerial Economics: Concepts and Applications; Eighth Edition, TMH
2. Dwivedi “Managerial Economics”, Vikas Publishing House Pvt Ltd, 6th edition, 2001.
3. H.L.Ahuja, “Business Economics: Micro & Macro”, S. Chand & Sons, New Delhi.
4. M.Adhikari “Managerial Economics”, Khosla Education Publishers, New Delhi.
5. O.P. Chopra, “Managerial Economics”, Tata McGraw Hill, New Delhi.
6. Shappiro, Macro Economics, TMH
7. Trivedi “Managerial Economics” ,Tata McGraw-Hill, 2002

DIM-104:INFORMATION TECHNOLOGY FOR MANAGERS

Introduction to Computer Concepts, Basic Computer Architecture, Input and Output Devices, Storage Media, Data Representation, Software Concepts, Operating Systems, Multimedia, Microsoft Windows, Linux, Word Processing, Spreadsheets concepts, Presentation Concepts and IT and Society.

REFERENCE BOOKS:

1. Kakkar and Sharma, “An Introduction to Computer”, Himalaya Publishers.
2. Mohan P, Information Technology for Business, Himalaya Publication House
3. Murthy C.S.V., “Fundamentals of Computer Technology”, Himalaya Publishers, Mumbai.
4. Rajaraman, V., “Computer Fundamentals”, Prentice Hall of India, New Delhi.
5. Rajaraman, V., “Principles of Computer Programming”, Prentice Hall of India, New Delhi.
6. Ray A. K, T Acharaya, Information Technology: Principles & Applications, PHI.
7. Saxena S., “A first course in computers” , Vikas Publishing House Pvt. Ltd., 2003

DIM-105:QUANTITATIVE TECHNIQUES IN MANAGEMENT

Probability , Probability Distributions, Binomial Distribution, Poisson Distribution, Normal Distribution, Correlation Analysis, Regression Analysis, Hypothesis Testing, t test, Chi Square Test, Z Test, Decision Trees and Their Applications, Linear Programming, Transportation, Assignment and Waiting Lines.

REFERENCE BOOKS:

1. A.S. Narang, “Linear Programming and Decision Making”, Sultan Chand and Sons, New Delhi.
2. C B Gupta “An Introduction to Statistical Methods”, Vikas Publishing House Pvt Ltd , 1995
3. K.S. Nagar, “Statistics”, Meenakshi Publisher, Meerut.
4. N.K. Chaddha, “Statistics for Behavioral and Social Sciences”, Reliance Publishing House, New Delhi.
5. S.P.Gupta and N.P.Gupta-, “Business Statistics”, Sultan Chand and Sons, New Delhi.

DIM-201: MARKETING MANAGEMENT

Basics in Marketing Management, From Barter to Complex Marketing, Marketing- Core concepts, Scope and as a Discipline, Marketing-Functions, Tasks and Philosophies, Basics in Strategic Marketing, The Company's Marketing Environment, Corporate Strategic Planning and Marketing, Research For Marketing Information, Forecasting Marketing Demand, Market Segmentation, Target Market Selection and Market Positioning, Assembling of Marketing Strategic Variables, Product Decisions, Pricing Decisions, Marketing, Communication-Advertising, Sales Promotion and Publicity, Personal Selling, Sales Force Management and Direct Marketing, Relationship Marketing, Markets and Their Behaviour, Consumer Market and Buying Behaviour, Industrial Marketing, Services Marketing, Global Marketing.

REFERENCE BOOKS:

1. G.Armstrong and P. Kotler, Marketing: An Introduction, Pearson Education.
2. Mc Dariel, Lamb & Hair, Introduction to Marketing, Thomson (8th edition)
3. P.K. Mishra, P.S. Das and J.R.Das: Marketing Management, Alok Publication (2nd Edition)
4. Philip Kotler, Marketing Management: Analysis, Planning & Control, Pearson.
5. Philip Kotler, Principles of Marketing, Pearson Education.
6. S .S. Sherlekar, "Marketing Management", Himalaya Publishing House.
7. S. Neelamegham, "Indian Cases in Marketing", Vikas Publishing House Pvt Ltd., New Delhi
8. S.C. Mehta, "Marketing Environment, Concepts and Cases", Tata McGraw Hill, New Delhi.
9. Stanton, Fundamentals of Marketing, TMH.
10. Subhash C Jain, Marketing: Planning & Strategy, Thomson (7th edition)
11. Rajana Saxena, "Marketing Management", Tata McGraw Hill, New Delhi 2004.

DIM-202:HUMAN RESOURCE MANAGEMENT

Overview of Human Resource Management, Human Resource Planning, Recruitment and Selection ,Training and Development, Performance Appraisal, Post Appraisal Analysis, Performance Counseling and Monitoring, Motivating Human Resources, Human Resource Records and information Systems, Human Resource Accounting and Audit, Human Resource Research, Human Resource Policies, Employee Welfare Compensation Management, Employee Discipline, Grievance Handling, Collective Bargaining, International Human Resource Management, Current Issues and Trends in Human Resource Management

REFERENCE BOOKS:

1. Aswathapa, Human Resource & Personnel management, TMH.
2. C.B Mamoria, Personnel Management, Himalaya.
3. C.S. Venkat Ratnam & B.K.Srivastava, Personnel Management & Human recourse, TMH.
4. D. Bhattacharya, Human Resource Management, Excel Books.
5. Gomez Mejia, Balkin & Cardy, Managing Human Resources, Pearson.
6. Mathis and Jackson, Human Resource Management, Thomson.
7. P. Jyothi & D.N. Venkatesh, Human Resource Management, Oxford.
8. V.S.P. Rao, Human Resource Management, Excel Books.
9. W.F.Cascio, Managing Human Resources, TMH.

DIM-203: PRODUCTION AND OPERATIONS MANAGEMENT

Nature and Scope of Production/ Operations Management, Plant Location- Plant Layout and Material Handling, Production Planning and Control, Quality Control and Quality Assurance, Material Management, Maintenance, Operation Policy ,Problems on Maintenance and Replacement Policies, Product Development, Industrial Engineering Work Measurement and Method Study, Sales Forecasting Techniques, Use of Operations Research in Solving Production Problems, Value Break-Even Analysis.

REFERENCE BOOKS:

1. Adam Jr., E and Ebert, R. Production and Operation Management.
2. Aswathappa Bhatt, Production & Operation Management, Himalaya Publication
3. Charry, S.N. Production and Operation Management, THM.
4. Chase, Jacobs, Aquilano, Agarwal, Operations Management, TMH.
5. Gaithere, Operations Management, Thomson.
6. Pal Grave McMillan, Operation Management (Case Study), Terry Hill (2005).

DIM-204:RESEARCH AND COMMUNICATIONS METHODOLOGY

Research Methodology: Research Fundamentals and Terminology, Importance of Research in Management Decisions, Defining Research Problems, Formulation of Hypothesis, Research Design, Experimental Designing, Methods and Technologies of Data Collection, Sampling and Sampling Distribution, Attitude Measurement and Scales, Report Writing and Presentation.

Communications Methodology: Nature, Functions and Scope of Communication, Role of Communication in Business Organisations, Communication Process, Communication\ Channels and Network, Management Communication, Barriers to Effective Communication, Effective Written Communication, Effective Oral Communication, Communication Feedback Systems.

REFERENCE BOOKS:

1. C.R.Kothari Research Methodology, Wishva Prakashan, New Delhi, 2001.
2. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
3. Lesikar R V and Pettit Jr J D “Business Communication”: Theory and Application, Tata McGraw-Hill
4. Meenakshi Raman “Technical Communication”,Oxford University Press
5. P.D. Chaturvedi “Business Communication”, Pearson Education
6. T. N. Chhabra, Bhanu Ranjan “Business Communication” ,Sun India, 2004
7. Tayler Shinley “Communication for Business”, Pearson Education, 2002
8. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.

DIM-205:MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Nature of Management, managerial Roles, Functions and skills ,development of management thought, Coordination, Planning and Forecasting, Objectives and MBO, Corporate planning and environmental Analysis, Decision Making Creativity and MIDS ,Fundamentals of Organising, Departmentation and Structural Formats, Span of Management, Authority ,Power and Politics ,Delegation of Authority, Centralisation and Decentralization, Line and staff relationships, Direction and Supervision ,Motivation, Morale and Productivity, Job Design, Job Enrichment and Empowerment ,Communication, Nature ,process and Techniques of Controlling, Individual Behaviour, Group Behavior and Team Building, Ethics, Values and Social Responsibilities.

REFERENCE BOOKS:

1. Fred Luthans, Organisational Behavior, McGraw Hill Book Co., 1998.
2. Hellriegel, Slocum and Woodman, Organisational Behavior, South-Western, Thomson Learning, 9th edition, 2001.
3. Koontz O. Donald - Principles of Management, Tata McGraw Hill, New Delhi.
4. L.M. Prasad - Principles and Practices of Management, Sultan Chand & Sons, New Delhi.
5. Stephen P.Robins, Organisational Behavior, Prentice Hall of India, 9th edition, 2001.
6. V.S.P. Rao & V.Harikrishnan - Management, Text and Cases, Excel Books, New Delhi.