



SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA

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शिवाजी विद्यापीठ, कोल्हापूर – 416004.

दुरध्वनी (ईपीएबीएक्स) २६०९००० (अभ्यास मंडळे विभाग— २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३. e-mail: bos@unishivaji.ac.in

Ref../SU/BOS/Com & Mgmt./6088

Date : 17/06/2019

To,

The Principal
All Affiliated (Commerce & Management) College/Institutions,
Shivaji University, Kolhapur

**Subject : Regarding syllabi of DBM degree programme under the Faculty of
Commerce & Management.**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi DBM under the Faculty of Commerce & Management.

This syllabi and equivalence shall be implemented from the academic year 2019-2020 (i.e. from June, 2019) onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October / November 2019 & March / April, 2020. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

Dr. Registrar

Encl : As above

Copy to,

1. I/c Dean, Faculty of Commerce & Management
 2. Chairman, BOS under Faculty of
Commerce & Management
 3. Director, BOEE
 4. Appointment Section
 5. P. G. Admission Section
 6. B. Com. Section/ O.E. 1
 7. Affiliation Section (U.G./P.G.)
 8. Computer Center/I.T.
 9. Eligibility Section
 10. Distance Education
 11. P.G. Seminar Section
- } for information
- } for information and necessary action.



Shivaji University, Kolhapur

NAAC “A” Grade

Revised Syllabus for

Diploma in Business Management (DBM)
(Subject to the modifications will be made from time to time)
New structure for the Diploma in Business Management
(DBM) course to be implemented from June 2019

Shivaji University, Kolhapur
Revised Syllabus For
Diploma in Business Management (DBM)
(Subject to the modifications will be made from time to time)
New structure for the Diploma in Business Management
(DBM) course to be implemented from June, 2019

Name of the Programme :- Diploma in Business Management (DBM)
Under the faculty of Commerce and Management

Program Educational Outcomes:

1. Decision making through the application of knowledge of management discipline at supervisory level.
2. Set up a small scale business enterprise.

Program Outcomes:

1. Identify the different functional aspects of business.
2. Recognize different opportunities of business.
3. Acquire the different skills necessary for the professional attitudes.
4. Develop effective communication especially in business applications.
5. Develop the decision making at supervisory level.

Objectives:

1. To prepare employees for middle level management in private, Cooperative and public sector organizations
2. To provide conceptual knowledge of management education to the students.
3. To inculcate managerial skills and entrepreneurial skills among the students
4. To build up self confidence and competency among the students to take up self employable business ventures.
5. To provide opportunities of promotion and efficient work to the graduates, employees and diploma holders.

The objective of the Diploma course will be to provide opportunity for promotion and efficient work to graduates, employees, diploma holders in both private and public sector organizations.

Duration:

1. The duration of programme shall be one year.
2. Programme shall be a part time.
3. The Programme shall be on self supporting basis.
4. Students have to complete the program within 1+2 years from the date of admission.

Intake of the Programme :

A batch of the programme shall consist 60 students.

Eligibility for Admission

Any graduate candidate from recognized university or any diploma holder(3 year duration) under 10+3 or under 10+2+2 pattern from recognized Maharashtra Board of technical education or any state board of technical education or equivalent their to OR The student pursuing master degree programme of this University are also eligible for admission.

Admission process: - The institutes/Colleges have to decide the admission process. The admission should be strictly on merit basis.

Medium of instruction:-

The medium of instruction shall be English only.

Structure of the Course:

The following are the Theory papers.

Sr.	Name of the Subject	Int./ Ext	Wee kly Hrs.	Uni. Exm Mark	Int. Exm Mark	Mar -ks
1	Fundamentals of Management	Ext	02	80	20	100
2	Talley, GST and ERP	Ext	02	80	20	100
3	Digital Marketing	Ext	02	80	20	100
4	Employee and Labour Relations	Ext	02	80	20	100
5	Operations Management	Ext	02	80	20	100
6	Business Skills	Int	02		100	100
7	Management of Small Business	Int	02		100	100
8	Project Report and Viva- Voce	Ext	--	50	50	100
	Total Programme					800

Examination Structure: 80:20**Internal Structure**

1. Assignments 10 Marks
2. Mid Term Exam 10 Marks

Nature of Question Paper

Q.No. 1 and 5 are compulsory; attempt any two out of Q.No. 2 to 4

- Q.1 Case Study (Compulsory) 20 Marks
 Q.2 Broad Question 20 Marks
 Q.3 Broad Question 20 Marks
 Q.4 Broad Question 20 Marks

(Any two from Q.2 to Q.4)

- Q.5 Short Notes (Compulsory) (Any 4 Out of 6) 20 Marks

Scheme of Examination

1. DBM Programme is to be conducted through Annual Pattern
2. Exam will be conducted at the end of the year.
3. Each paper/subject during the year will carry 100 marks.
4. University Exam shall be of 80 marks for each paper or subject
5. Written Examination will be 3 Hr duration for each paper/Subject.
6. For the subject Project Viva-Voce, examiners (university appointed) shall evaluate project report and conduct viva-voce and chairman should filling online marks and hard copy submit to the University examination department. The viva-voce committee appointed by University should have two experts and one should be Chairman of committee.

Standard of Passing:

A candidate must get minimum 40% marks in all papers or subjects to be following condition

1. The minimum standard of passing in each paper shall be 40 marks provided that candidates gets at least 40 % marks i.e. 28 out of 70 marks in university examination and 40% i.e. 12 marks out of 30 marks in the internal assessment.
2. For passing in case of project report and viva-voce examination candidate shall have to be obtain minimum 40% marks i.e. 20 marks for project report submission out of 50 marks and 20 marks for project vivo-voce examination from university panel.
3. Standard of passing and division of class shall be as under.

As per the university standards.

Credits and Grading: as per the university norms.

Fees: - As per the university norms.

General Guidelines:**MOOCs and Swayam Courses:**

The courses notified by the Board of Studies in Management time to time, offered on MOOCs and Swayam of four credits are considered to be optional to four credit internal courses offered in the said DBM Program syllabus. The candidate has to intimate university through institute head regarding admission to MOOCs and or Swayam courses in the said academic year only. Candidate has to produce documents of completion of course certified by Head of the Institution to university examination and evaluation authority for credit consideration. The notifications and guidelines by university regarding MOOCs and Swayam courses are to be followed time to time.

Diploma in Business Management (DBM)
Fundamentals of Management
Paper - I

Course Outcomes (CO's):

1. Know the functions of management: planning, organizing, leading and controlling.
2. Have developed a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling;
3. Analyze organizational case situations in each of the functions of management;
4. Identify and apply appropriate management techniques for managing contemporary organizations; and
5. Understanding of the skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice.

Marks : 100

Internal Marks:20

Total Hours of Teaching: 60Hrs

Syllabus Contents:

Unit 1:	<p>a. An Introduction to Management: Meaning and Definition of Management, The Environment of organizations and Managers: Social, Technological, Economic, Ethical, Political& Legal.</p> <p>b. Understanding the Manager's Job Goal setting and Planning, MBO: Management by Objectives, Importance of business planning, Steps in planning, Types of Plans Planning and Strategic Management: TOWS Matrix. Decision Making: Bases of selection under alternative courses of action.</p>	15 Hours
Unit 2:	<p>a. Organizing Organization: Formal and Informal Organizations Departmentation Managing Human Resources: Concept of Authority, responsibility, Line and staff relation.</p> <p>b. Staffing Meaning of Staffing, Recruiting, Selecting and training</p>	15 Hours
Unit 3:	<p>a. Motivation Meaning of Motivation, Maslow's Hierarchy of needs, Herzberg' Two Factor theory, McGregor's Theory X and Theory Y, Theory Z by Ouchi, Managing Individual Behaviour, Motivating Employee Performance.</p> <p>b. Directing and Communication Managing Individual Behaviour, Centralization and Decentralization, Leadership and Influence Processes , Communication in Organizations Managing Groups and Teams</p>	15 Hours
Unit 4:	<p>Controlling Managing the Control Process Managing Groups and Teams Managing Operations, Quality, and Productivity</p>	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Reference Books:

1. Peter F. Drucker Practice of Management -Pen Books Ltd.

2. Sherlekar&Sherlekar Principles of Business Management, Himalaya Publishing House.
3. James Stoner, Freeman, Gilbert Management, Pearson Education.
4. Srinivasan &Chunawala Management of principles& practice Himalaya Publishing House.
5. Burton, Thakur Management Today, Principles
6. Stephen Robbins Organisational Behaviour
7. Stephen Robbins, Mary Coulter Management
8. Fred Luthans Organisational Behaviour

Suggested Additional Readings: Teachers should encourage students to go thru material available on the internet, newspapers, magazines and Journals in reference to the subject.

- Suggested Research Journal: Vikalp – IIM Ahmedabad

Diploma in Business Management (DBM)		
Tally, GST and ERP		
Paper –II		
	Course Outcomes:	
	<ol style="list-style-type: none"> 1. Create an account of unit 2. Explain the terms of GST 3. Prepare financial statements with the help of Tally 	
Unit-1.	NON TRADING ORGANIZATION	10 hours
	<ol style="list-style-type: none"> (a) Business Organization: Service organization, Trading organization and Manufacturing organization (b) Accounting on Computers: Basic of accounting concept, Rules of Accounts, Basic Journal Entries, Benefit on A/C of Computer Transaction in Tally ERP 9 (c) Tally Fundamentals: Features of Tally ERP 9, Configuration of Tally ERP 9, Creation/Setting up Company, Use of vouchers, Ledgers & Groups (d) Service Organization: Structure of Service Organization, GST for services, GST for Expenses, GST Adjustment & Payment, GST Report 	
Unit-2	TRADING ORGANIZATION:	20 hours
	<ol style="list-style-type: none"> (a) Inward & Outward Supply with GST: Cash & Credit Purchase, Cash & Credit Sales, Invoicing, Inventory creation with HSN, Inventory Transaction with GST (b) Overview of Tally ERP 9: Features of Tally ERP 9, Advanced Accounting & Inventory Features, F11 Features, F 12 Features, GST Activation (c) Advanced GST Features: Bill wise Details with GST, Voucher Class for GST, Cost Center for GST, Purchase from URD, Bank Reconciliation, Zero Valued Entries, Backup & Restore, Additional cost on Purchases, E-way Bill, Interest Calculation (d) Advanced Inventory Features: Actual & Billed Quantity, Separate Discount Column, Multiple Price Levels, Point of Sale (POS) (e) GSTR, Accounting & Inventory Reports: Accounting Reports, GSTR 1 Report, Inventory Report, GSTR 2 Report, GSTR 3B Report, B2B Invoice Report, B2C (Large) Invoice Report 	
Unit-3	MANUFACTURING ORGANIZATION	20 hours
	<ol style="list-style-type: none"> (a) Purchase & Sales with GST: Purchase of Raw Material, Storage of Goods, Production Process, Processing in Manufacturing, Maintenance of Locations (b) Functions with Tally ERP 9: Recording Transactions, Adv. Accounting Vouchers, Adv. Inventory Vouchers, Manufacturing 	

	<p>Voucher</p> <p>(c) Adv. Stock Transactions: Order Processing, Tracking numbers, Rejection Notes, Invoicing & Billing, Cost Categories</p> <p>(d) Statutory Features: TDS, TCS, Payroll</p> <p>(e) Technical Features: Multi-Currency, Predefined Cost Centres, Batch Wise Details, Consolidation of Accounts, Bill of Material</p>	
Unit-4	DISPLAY & REPORTING:	10 hours
	<p>(a) Management & Control System: Budget & Control, Scenario Management, Variances Analysis</p> <p>(b) Report Generation: Sales Register, Purchase Register, Re-Order Levels, Optional Voucher, Credit Limits</p> <p>(c) System Administration: Consolidation of Accounts, Split Company Data, Export & Import of Data, ODBC Compliance</p> <p>(d) Technical Advantages: Multi Lingual, Security Control, Audit in Tally ERP 9, Key points of Display</p> <p>(e) Printing in Tally ERP 9: Cheque Printing, Voucher Printing, Company Logo Printing, Receipt Printing</p> <p>(f) Finalization of Accounts: Closing Entries, Adjustment Entries, Profit Screening</p>	
	<p>Reference Books Recommended:</p> <p>Tally Education (2018). Official Guide to Financial Accounting Using Tally. ERP 9 with GST (Release 6.4), Bengaluru: Tally Education Pvt. Ltd.</p> <p>Tally Education (2017). GST Using Tally.ERP9, Bengaluru: Tally Education Pvt. Ltd.</p> <p>Tally Education (2018). Tally Guru Vol. 1, Bengaluru: Tally Education Pvt. Ltd.</p> <p>Tally Education (2018). Tally Guru Vol. 1, Bengaluru: Tally Education Pvt. Ltd.</p> <p>Singh, Shraddha and Mehra, Navneet (2014). Tally ERP 9 (Power of Simplilcity), New Delhi: V & S Publishers.</p> <p>Nadhani, Ashok K. (2018). GST Accounting with Tally ERP 9, New Delhi: BPB Publications.</p> <p>Chedha, Rajesh (2018). Learn Tally.ERP 9 with GST and E-Way Bill</p> <p>Chougule,Rajan (2018). Computerized Accounting, Kolhapur.</p>	
	<p>Note – Syllabus should be taught with pragmatic approach. Questions should be asked both on theory and practical.</p>	

Diploma in Business Management (DBM)
Digital Marketing
Paper-III

Objectives: - 1. To help the students in understanding the recent trends in marketing. 2. To provide an understanding of the application of marketing management for decision on marketing

Course Outcomes (Cos): At the end of the course the student should be able to:

1. Learn the applications of Digital Marketing
2. Analyze the different digital marketing avenues.
3. Examine digital marketing tools.
4. Build real life problems in the domain of digital marketing

Marks : 100

Internal Marks:20

Total Hours of Teaching: 60Hrs

Syllabus Contents:

Unit 1:	Digital Marketing: Definition Meaning Scope, Advantages of digital Medium over other media, Digital medium in today's Marketing plan. Website as a base of DM.	15 Hours
Unit 2:	Search Marketing : Basics of Search marketing, Difference between SEO and SEM, Overview of Google Ad words, Keywords research and analysis, Tracking the success of SEM Search Engine Digital marketing strategy, Digital consumer behaviour:	15 Hours
Unit 3:	Types of Digital Marketing Mobile Marketing: Different kinds of mobile marketing ,mobile marketing ecosystem Social media Marketing: Different social Media Channels, Social media for various businesses B2C& B2B,Measuring social media ROI Content Marketing: story telling in Social media E-Mail Marketing: The basics of Email marketing Display Marketing: Different Kinds of Display marketing The display Marketing ecosystem Affiliate Marketing	15 Hours
Unit 4:	Web analytics: Digital measurement Landscape Introduction to Google analytics, Interpreting the data in Google analytics Practical Applications of DM	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Reference Books:

- Newlands, Murray (2011) *Online marketing: a user's manual*. Chichester: John Wiley [distributor
- Chaffey, D. & Ellis-Chadwick, F., 2012. *Digital Marketing: Strategy, Implementation and Practice*. 5 ed. Harlow: Pearson Education Ltd.
- Brown, C (2007). *The complete guide to Google advertising*. United States: Atlantic Publishing . p27-30.
- Mohammed R., —Internet Marketing , McGraw Hill, New York, Vol. 4, 2001
- Krishnamurthy, S. & Singh, N. (2005), *The International E-Marketing Framework (IEMF):*
- Reedly, J., Schullo, S., And Zimmerman, K. (2000), *Electronic Marketing (Integrating Electronic Resources Into The Marketing Process)*, Harcourt College Publishers.

Suggested Additional Readings:

- Suggested Research Journal: Vikalp – IIM Ahmedabad
- Boudreau, M.-C. & Watson, R. T. (2006), Internet Advertising Strategy Alignment Internet Research, 16, 23 - 37.
- Important Digital Marketing Channels You Should Know About". Digital Doughnut. Retrieved 17 October 2015.

Diploma in Business Management (DBM) Employee Relations And Labour Law Paper - IV			
Course Outcomes	1. To provide exposure of theories, techniques and approaches to manage Industrial Relations. 2. Analyze the employment relationship in terms of the form of power available to employers and the nature of employee involvement 3. Examine the nature of the employment relationship in terms of compliance or commitment 4. To understand the importance of labour administration and Constitutional Provisions.		
Marks : 80	Total Hours of Teaching: 60		
Syllabus Contents:			
Unit 1:	EMPLOYEE RELATIONS		15 Hours
	Employee Relations Processes- Introduction, Employee Participation, Collective Bargaining Joint Consultation, Bargaining Power, Disciplinary Procedures, Grievance Procedures and Handling. Managing Industrial Relations changes; Indian Culture & Industrial Relations.		
Unit 2:	TRADE UNIONS		15 Hours
	Trade Union: Purpose, Functions of trade unions, Theories and Problems of Trade unions, Trade union recognition and registration, Measures to strengthen Trade Union Movement in India, Challenges and Responses. Trade Union Legislation; Multiplicity of Trade Unions, Conflict Resolutions, Industrial Relations, Welfare and Productivity and Social Responsibility of Trade Unions		
Unit 3:	LABOUR ADMINISTRATION		15 Hours
	Labour Administration-Meaning, Importance, Scope. salient features of labour administration in India prior to the adoption of the Indian Constitution; Management of Grievances – Grievance Redressal Procedure: Whistle blowing :-Conditions for justified whistle blowing. International Labour organisation (ILO) and Role of the ILO in the field of labour administration.		
Unit 4:	LABOUR LAWS		15 Hours
	a. Labour Welfare Legislation-Factories Act, 1948; Payment of Bonus Act, 1965.		

	b. Wages and Security Legislation-Minimum Wages Act.Payment of Wages Act.Workmen's Compensation Act, 1923. c. Industrial Relations and Disputes-Industrial Disputes Act, 1947, Bombay Industrial Relation Act, 1964. d. Central Machinery of Labour Administration and Contemporary Trends as well as Future of IR in India.	
Reference Books: S.M. Chaturvedi - Labour and Industrial Gupta - The Employees State Insurance Act. Malhotra - The Industrial Disputes Act, 1947. Srivastava - Trade Union Act.		

Diploma in Business Management (DBM) Operations Management Paper –V			
Course Outcomes	1) Understand fundamentals of operations management in a firm. 2) Effectively understand different aspects relating to designing & developing products & processes. 3) Analyze different issues relating to facility locations & layout. 4) Understand various aspects relating to Operations Planning and Control, Materials Management. 5) Taking decisions relating to inventory based on EOQ Analysis and ABC classification. 6) Understand various modern practices in operations management.		
Marks : 80	Total Hours of Teaching: 60		
Syllabus Contents:			
Unit 1:	Introduction to Operations Management Nature of Production, Production as a System, Production as an organizational function, Decision making in production, Production Management & Operations Management, Nature & Scope of production and operations management, Objectives & importance of operations management, Product life cycle, New product development process, What is Process? Process Planning, Major factors affecting on process design decisions, Process management, Types of production systems, Challenges in operations management		15 Hours
Unit 2:	Facilities Management Plant location decision, Importance of location decision, Factors affecting on location decision, Plant Layout, Types of plant layout, Benefits & limitations of different plant layouts, Service layouts, Effective materials handling system, Capacity Planning		15 Hours
Unit 3:	Production Planning and Control (PPC) Production Planning & Control, Functions of PPC, Importance of PPC, Aggregate Planning and Master Production Scheduling, Materials Requirement Planning (MRP), Materials Management, Importance of Materials Management, Managing inventory, Types of inventory, Inventory costs, Selective control of inventory – EOQ Analysis, ABC classification		15 Hours
Unit 4:	Recent Trends in Operations Management Total Quality Management, Supply Chain Management, Lean Manufacturing, Automation, CAD / CAM, JIT Manufacturing, Flexible Manufacturing System, Green Manufacturing, E Manufacturing (conceptual		15 Hours

understanding is expected)

Text Book: -

K. Aswathappa and K. Shridhara Bhat, “Production & Operations Management”, Himalaya Publishing House, New Delhi

References: -

1. S. A. Chunawala & D. R. Patel, “Production and Operations Management, Himalaya Publishing House, New Delhi
2. S. N. Chary “Production & Operations Management”, Tata McGraw-Hill Education Pvt. Ltd. New Delhi
3. Norman Gaither & Greg Frazier, “Operations Management”, Cengage Learning Publications
4. R. Pannerselvam, “Production & Operations Management”, Eastern Economy Edition, New Delhi.
5. Dr. Martand Telsang, “Industrial Engineering and Production Management”, S. Chand & Company, New Delhi

**Diploma in Business Management (DBM)
Business Skill (Internal)
Paper - VI**

Course Outcomes	<ol style="list-style-type: none"> 1. Demonstrate improved skills and efficiencies in standard communications and State the basic principles behind miscommunication 2. Describe and demonstrate how to reduce overwhelm and overreaction during communication and set healthy and professional boundaries and describe how to approach various personality styles 3. Maintain a sense of self-control and detachment under stressful conditions 4. Describe how perceptual shifts in attitude can produce immediate results and help in group building to accomplish the task.
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Marks : 80	Total Hours of Teaching: 60		
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Syllabus Contents:

Unit 1:	Effective Communication Introduction to Communication, Meaning, Process, Importance and Objectives of Business Communication Flow of Communication, Listening, Barriers of Communication, how to overcome barriers of communication, Principles of Effective Communication	15 Hours
Unit 2:	Leadership & Interpersonal Relations Introduction to Leadership, Leadership Power, Leadership Styles, Leadership in Administration. Introduction to Interpersonal Relations, Analysis Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position	15 Hours
Unit 3:	Stress Management And Group Dynamics Introduction to Stress, Causes of Stress, Impact Management Stress, Managing Stress. Importance of groups in organization, and Team Interactions in group, Group Building Decision Taking, Team Building, Interaction with the Team, How to build a good team?	15 Hours
Unit 4:	Time & Resource Management Time as a Resource, Identify Important Time Management wasters, Individual Time Management Styles, Techniques for better Time Management.	15 Hours

Reference Books

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
2. Monippally, Matthukutty, M. Business Communication Strategies. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001.

References: Web Links

- <http://networketiquette.net/>
- <https://public.wsu.edu/~brians/errors/>

Diploma in Business Management (DBM)
Management of Small Business (Internal)
Paper - VII

Course Outcomes:

1. Know the importance of small scale business in a developing economy like India.
2. Develop business plans.
3. Identify different documents of import and export.
4. Describe institutional support to small business.

Marks : 100

Internal Marks:30

Total Hours of Teaching: 60Hrs

Syllabus Contents:

Unit 1:	Basics of Small business Management: Definition, Features, Role of Small Business in Economic Development, Reasons for Establishing Small Business. Distinctions between small, medium-sized and large businesses. , Advantages and Disadvantages of Small Business, Reasons for Failures of Small Business, Qualities and Characteristics of Successful Small Businessmen Different Stages of Small business, Steps in Setting up a Small Business, Start-up: Developing the business model. Crisis Management in Business , Relationships between Small and Large Units – Small Sector in India , Internal (Micro) and external environment (Macro) of small business management	15 Hours
Unit 2:	Building the business plan- Feasibility study: Setting up of Small business enterprises, Financial Considerations: Basic financial statements, Managing Cash Flows, Preparation of projected financial statements, Applications of Business ratios, Sources of finance: Debt and Equity. Production management in Small business: production and material management, Break even analysis. Marketing: Marketing considerations- selecting the target market, market strategy. Pricing strategies and marketing of services, export marketing. HRM in Small business: Importance of HRM, HRD, Industrial relations, labour laws, pollution control laws.	15 Hours
Unit 3:	Institutions supporting small business enterprises: Introduction, Central level institutions, state level institutions, other agencies. Sickness in small business enterprises: Definition and status of Sickness of SSI's in India, causes of sickness, Symptoms and cure of sickness.	15 Hours
Unit 4:	Global Opportunities for Small Business Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Exposure and Observation Visit: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Power loom and Handloom, Blood Bank, Rice Mill and Food and Fruit Processing Unit – Role of Women SHGs in Micro Enterprises.	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Reference Books:

1. Barrow C. The Essence of Small Business, Prentice Hall of India, New Delhi, 1997.
2. Bedapatai Mohanty, Economics of Small Scale Industries, Ashish, New Delhi, 1986
3. Charantimath P.M., Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi, 2006.
4. Cormon J and Lussier R.N., Small Business Management: A Planning Approach, IRWIN, London, 1996
5. Desai S.S.M., Industrial Economy of India, Himalaya Publishers, New Delhi, 1968
6. Khanka S.S. (2001): Entrepreneurial Development, S.Chand & Co., New Delhi
7. Mathur S.P., Economics of Small Scale Industry, Dundee Prakashan, Delhi, 1989.
8. Narasaiah M.L., Small Scale Entrepreneurship, Discovery Publishing House, New Delhi, 2001
9. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Mumbai, 2002.
10. Vera Ram K., How to Succeed in Small Industry, Vikas, New Delhi, 1984.
14. Shukla M.B., Entrepreneurship and Small Business Management, KITAB MAHAL, New Delhi, 2003.

Suggested Additional Readings:

https://www.macmillanihe.com/resources/sample-chapters/9781137430359_sample.pdf

**Diploma in Business Management (DBM)
Project Report and Viva Voce
Paper - VIII**

Course Outcomes (CO's):

1. Develop Research Design.
2. Collect and organise the data
3. Analyze data
4. Preparation of Research report.

Marks : 100

Internal Marks:50

Syllabus Contents:

DBM being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learns during the course. During the DBM course student is expected to collect vital information for the project report. Student has to prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his personal record. Students may prepare additional copies for the organization, guide etc. The student can prepare a project report on the basis of library work, field work etc. without going to any organization for practical training. The student has to take the permission of the internal guide before starting the work. A viva-voce examination will be conducted after the final examination. Guidelines for the project report. Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide.- Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows-

Preface

Acknowledgements

Contents/ index

Heading of the chapter, page numbers, sub headings of the chapter.

Chapter I – Introduction to the study & Methodology

1.1 Introduction

1.2 Objective and importance of the study Location or address of the
1.3 Scope and limitations of study
1.4 Research Methodology
Chapter II – Theoretical Background -
Chapter III – Company Profile/ Industry Profile
a. Name of the unit
b. Location or address of the unit
c. Brief history of the unit and present position d. Financial position
e. Organization Chart
Chapter IV – Analysis or Interpretation of Data
Chapter V – Findings, Suggestions and Conclusions
Appendices
Bibliography

Appendices:

The document charts, questionnaires, tables, schedules etc. which are actually referred to in the body of the project report (this consists of chapters I to V) are to be included under appendix or appendices.

So, the appendices may include.

Questionnaires used for collecting information.

Schedules used for collecting information. c. Tables formed for presenting the data.

Documents/forms etc., referred to in the body of the project report.

Diagram, graphs etc. referred to in the body of the project report.

Bibliography:

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner. It must be in the APA system

End of the program structure and syllabus of DBM. *****