

3. STUDY AND EVALUATION SCHEME FOR DIPLOMA PROGRAMME IN BUSINESS MANAGEMENT

FIRST SEMESTER

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
1.1*	Communication Skills -I	3	-	2	25	25	100	3	50	2	200
1.2**	Business Organization	4	2	-	50	-	100	3	-	-	150
1.3+	Principles of Management	4	2	-	50	-	100	3	-	-	150
1.4**	Business Economics	4	2	-	50	-	100	3	-	-	150
1.5	Business Mathematics	4	2	-	50	-	100	3	-	-	150
1.6**	Computer Fundamentals	2	-	4	25	25	50	3	50	2	150
# Student Centred Activities		-	-	5	-	25	-	-	-	-	25
Total		21	8	11	250	75	550	-	100	-	975

* Common with other diploma programmes

** Common with diploma programme in Finance and Accounting

+ Common with diploma programme in Finance and Accounting in second semester

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

SECOND SEMESTER (BUSINESS MANAGEMENT)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
2.1*	Communication Skills -II	3	-	2	25	25	100	3	50	2	200
2.2	Basic Managerial Skills	4	2	-	50	-	100	3	-	-	150
2.3	Business Environment	4	2	-	50	-	100	3	-	-	150
2.4	Organizational Behaviour	4	2	-	50	-	100	3	-	-	150
2.5**	Fundamentals of Accounting	4	2	-	50	-	100	3	-	-	150
2.6	Managerial Economics	4	2	-	50	-	100	3	-	-	150
# Student Centred Activities		-	-	5	-	25	-	-	-	-	25
Total		23	10	7	275	50	600	-	50	-	975

* Common with other diploma programmes

** Common with diploma programme in Finance and Accounting in first semester

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

THIRD SEMESTER (BUSINESS MANAGEMENT)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
3.1	Human Resource Management – I	6	-	-	50	-	100	3	-	-	150
3.2	Marketing Management	6	-	-	50	-	100	3	-	-	150
3.3	Business Laws	6	-	-	50	-	100	3	-	-	150
3.4	Financial Management	5	1	-	50	-	100	3	-	-	150
3.5	Basics of Retailing	6	-	-	50	-	100	3	-	-	150
3.6	Personality Development, Ethics and Values	5	-	-	50	-	100	3	-	-	150
# Student Centred Activities		-	-	5	-	25	-	-	-	-	25
Total		34	1	5	300	25	600	-	-	-	925

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

NOTE:

Students may opt for any specialization after 3rd Semester out of DBM(Specialization in Retails), DBM(Specialization in Marketing) or DBM(Specialization in HRM)

FOURTH SEMESTER (BUSINESS MANAGEMENT - SPECIALIZATION IN RETAIL)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
4.1 *	Entrepreneurship Development and TQM	6	-	-	50	-	100	3	-	-	150
4.2	Retail Merchandise Management	6	-	-	50	-	100	3	-	-	150
4.3	Retail Shopper's Behaviour	6	-	-	50	-	100	3	-	-	150
4.4	Store Planning and Layout	6	-	-	50	-	100	3	-	-	150
4.5	Retail Operations Management and Promotion	6	-	-	50	-	100	3	-	-	150
4.6 *	Business Laws and Banking Practices	5	-	-	50	-	100	3	-	-	150
# Student Centred Activities		-	-	5	-	25	-	-	-	-	25
Total		35	-	5	300	25	600	-	-	-	925

* Common with diploma programmes in DBM(Specialization in Marketing) and DBM(Specialization in HRM)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

Industrial Training - After examination of 4th Semester, the students shall go for training in a relevant industry/field organization for a minimum period of 6 weeks and shall prepare a diary. It shall be evaluated during 5th semester by his/her teacher for 50 marks. The students shall also prepare a report at the end of training and shall present it in a seminar, which will be evaluated for another 50 marks. This evaluation will be done by HOD and lecturer incharge – training in the presence of one representative from training organization.

FOURTH SEMESTER (BUSINESS MANAGEMENT - SPECIALIZATION IN MARKETING)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
4.1 *	Entrepreneurship Development and TQM	6	-	-	50	-	100	3	-	-	150
4.2	Sales Management	6	-	-	50	-	100	3	-	-	150
4.3	Product and Brand Management	6	-	-	50	-	100	3	-	-	150
4.4	Consumer Behaviour	6	-	-	50	-	100	3	-	-	150
4.5	Marketing of Services	6	-	-	50	-	100	3	-	-	150
4.6 *	Business Laws and Banking Practices	5	-	-	50	-	100	3	-	-	150
# Student Centred Activities		-	-	5	-	25	-	-	-	-	25
Total		35	-	5	300	25	600	-	-	-	925

* Common with diploma programmes in DBM(Specialization in Retail) and DBM(Specialization in HRM)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

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FOURTH SEMESTER (BUSINESS MANAGEMENT - SPECIALIZATION IN HRM)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
4.1 *	Entrepreneurship Development and TQM	6	-	-	50	-	100	3	-	-	150
4.2	Human Resource Management – II	6	-	-	50	-	100	3	-	-	150
4.3	Organisational Change and Development	6	-	-	50	-	100	3	-	-	150
4.4	Human Resource Planning	6	-	-	50	-	100	3	-	-	150
4.5	Labour Welfare and Social Security	6	-	-	50	-	100	3	-	-	150
4.6 *	Business Laws and Banking Practices	5	-	-	50	-	100	3	-	-	150
# Student Centred Activities		-	-	5	-	25	-	-	-	-	25
Total		35	-	5	300	25	600	-	-	-	925

* Common with diploma programmes in DBM(Specialization in Retail) and DBM(Specialization in Marketing)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

Industrial Training - After examination of 4th Semester, the students shall go for training in a relevant industry/field organization for a minimum period of 6 weeks and shall prepare a diary. It shall be evaluated during 5th semester by his/her teacher for 50 marks. The students shall also prepare a report at the end of training and shall present it in a seminar, which will be evaluated for another 50 marks. This evaluation will be done by HOD and lecturer incharge – training in the presence of one representative from training organization.

FIFTH SEMESTER (BUSINESS MANAGEMENT - SPECIALIZATION IN RETAIL)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
	Industrial Training	-	-	-	-	50	-	-	50	3	100
5.1 *	Environmental Education	3	-	-	25	-	100	3	-	-	125
5.2	Retail Brand Management	6	-	-	50	-	100	3	-	-	150
5.3	Supply Chain Management	6	-	-	50	-	100	3	-	-	150
5.4	Customer Relation Management	6	1	-	50	-	100	3	-	-	150
5.5	Technologies in Retail	6	-	-	50	-	100	3	-	-	150
5.6 **	Research Methodology	6	1	-	50	-	100	3	-	-	150
	# Student Centred Activities	-	-	5	-	25	-	-	-	-	25
	Total	33	2	5	275	75	600	-	50	-	1000

* Common with other diploma programmes

* Common with diploma programmes in DBM(Specialization in Marketing) and DBM(Specialization in HRM)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

FIFTH SEMESTER (BUSINESS MANAGEMENT - SPECIALIZATION IN MARKETING)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
	Industrial Training	-	-	-	-	50	-	-	50	3	100
5.1 *	Environmental Education	3	-	-	25	-	100	3	-	-	125
5.2	International Marketing and E-Marketing	6	1	-	50	-	100	3	-	-	150
5.3	Sales Promotion and Public Relation	6	-	-	50	-	100	3	-	-	150
5.4	Advertising Management	6	-	-	50	-	100	3	-	-	150
5.5	Rural Marketing	6	-	-	50	-	100	3	-	-	150
5.6 **	Research Methodology	6	1	-	50	-	100	3	-	-	150
	# Student Centred Activities	-	-	5	-	25	-	-	-	-	25
	Total	33	2	5	275	75	600	-	50	-	1000

* Common with other diploma programmes

** Common with diploma programmes in DBM(Specialization in Retail) and DBM(Specialization in HRM)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

FIFTH SEMESTER (BUSINESS MANAGEMENT - SPECIALIZATION IN HRM)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
	Industrial Training	-	-	-	-	50	-	-	50	3	100
5.1 *	Environmental Education	3	-	-	25	-	100	3	-	-	125
5.2	Human Resource Development	6	-	-	50	-	100	3	-	-	150
5.3	Labour Laws	6	-	-	50	-	100	3	-	-	150
5.4	Industrial Relations	6	-	-	50	-	100	3	-	-	150
5.5	Compensation Management	6	1	-	50	-	100	3	-	-	150
5.6 **	Research Methodology	6	1	-	50	-	100	3	-	-	150
	# Student Centred Activities	-	-	5	-	25	-	-	-	-	25
	Total	33	2	5	275	75	600	-	50	-	1000

* Common with other diploma programmes

** Common with diploma programmes in DBM(Specialization in Retail) and DBM(Specialization in Marketing)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.

SIXTH SEMESTER (BUSINESS MANAGEMENT)

Sr. No	Subject	STUDY SCHEME			EVALUATION SCHEME						Total Marks
					Internal Assessment		External Assessment (Examination)				
		Hrs/week			Theory	Practical	Written Paper		Practical		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs	
6.1 *	Project Oriented Professional Training	-	-	40	-	200	-	-	100	3	300
Total		-	-	40	-	200	-	-	100	3	300

* Common for diploma programme in DBM (all Specializations)

Student Centred Activities will comprise of co-curricular activities like extension lectures, library studies, games, hobby clubs e.g. photography, painting, singing, seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, Civil Defence/Disaster Management activities etc.