

DIPLOMA IN BUSINESS MANAGEMENT (DBM)

Overview of the Program

Each business enterprise tries to appoint capable, experienced and dynamic managers who can manage business activities efficiently. The managers with knowledge of fundamentals of management can better understand various issues related to business activities. The diploma in business management provides an opportunity to gain extensive knowledge and understanding of the principles and practices behind key business management subjects. It establishes a broad foundation of knowledge, skills and abilities to promote effective business management practices.

The course focuses on the importance of management as one of the most relevant elements in ensuring business success

Highlights of the Program

- To explain the current conceptual and theoretical trends, issues and concerns in the field of management
- To enhance the capabilities of the participants to proceed towards higher levels of training and education in management
- To provide the broad theoretical and technical knowledge of the business discipline
- To build and apply skills and knowledge to demonstrate judgement of business and process issues

Structure of this program

Semester-1	Subjects	Credits
1	Management Theory and Practice	4
2	Organisational Behaviour	4
3	Business Economics	4
4	Corporate Social Responsibility	4
5	Information Systems for Managers	4
6	Business Communication and Etiquette	4

Semester-2	Subjects	Credits
1	Marketing Management	4
2	Financial Accounting & Analysis	4
3	Taxation - Direct and Indirect	4
4	Essentials of HRM	4
5	International Business	4
6	Business Law	4