



भारतीय तकनीकी अनुसंधान एवं विकास परिषद  
Indian Council for Technical Research & Development



Punyashlok Ahilyadevi  
Holkar Solapur  
University, Solapur.

## Online Programs Under Academic Cooperation between ICTRD & PAHSU

### Program Structure

### Certificate in Business Management

#### Highlights of the Program-

- Excellent Opportunity to judge inclination towards management
- Offered through distance learning
- Additional qualification acquired without disturbing daily schedule
- Reading material prepared by Management experts
- Question-Bank provided at the end of every chapter to aid revision
- Contact Classes scheduled to facilitate solving of difficulties
- Provides inputs and procedures for getting admission to BMS/BMM
- All lectures will be conducted online.
- On-line examination.

#### **Examination Pattern-**

##### A) **Theory Paper** Title & Total Marks & Minimum Passing Marks

Paper No	Paper Title	Total Marks	Minimum Passing Marks
BM11	Business Management	100	40
BM12	Technology, Research and Managerial Economics	100	40

##### B) **Practical Paper** Title & Total Marks & Minimum Passing Marks

Paper No	Paper Title	Total Marks	Minimum Passing Marks
BM13	Internal/Practical Live Interaction and Assessments Based on <b>Business Communication &amp; Sales</b>	100	40



## Certificate in Business Management

Paper Title	<b>Paper 1- Business Management</b>			
Paper Number	BM11			
Paper Type	Theory			
Objectives of Paper	<ol style="list-style-type: none"><li>1. To Understand the basics of Business Management</li><li>2. Brief Introduction of All aspects of Business Management</li></ol>			
Expected Outcome	<ol style="list-style-type: none"><li>1. Identify the different functional aspects of business.</li><li>2. Recognize different opportunities of business</li></ol>			
Content	Unit 1	Basics of Business Management	Hours	10
	Unit 2	Human Resource and Management	Hours	10
	Unit 3	Business management and operations	Hours	10
	Unit 4	Legal aspects of management	Hours	10
	Unit 5	Business Law and Policy	Hours	5
Reference Book	<ol style="list-style-type: none"><li>1. Peter F. Drucker Practice of Management -Pen Books Ltd.</li><li>2. Sherlekar &amp; Sherlekar Principles of Business Management, Himalaya Publishing</li><li>3. James Stoner, Freeman, Gilbert Management, Pearson Education.</li><li>4. Hands of Brick, by Sidhharth Roy, ICTRD Publications.</li></ol>			



### Certificate in Business Management

Paper Title	<b>Paper 2- Technology, Research and Managerial Economics</b>			
Paper Number	BM12			
Paper Type	Theory			
Objective of Paper	To Create Ability to use various IT Tools			
Expected Outcome	<ol style="list-style-type: none"><li>1. Create an account of unit</li><li>2. Explain the terms of Taxes</li><li>3. Prepare financial statements with the help of Tools</li><li>4. Understand Information Technology Basics</li></ol>			
Content	Unit 1	Information technology for managers	Hours	10
	Unit 2	Research methodology	Hours	10
	Unit 3	Managerial Economics & Business Financing	Hours	10
	Unit 4	Entrepreneurship Basics	Hours	10
	Unit 5	Inventory Control	Hours	5
Reference Book	<ol style="list-style-type: none"><li>1. Tally Education (2018). Official Guide to Financial Accounting Using</li><li>2. Tally. ERP 9 with GST (Release 6.4), Bengaluru: Tally Education Pvt. Ltd</li></ol>			



## Certificate in Business Management

Paper Title	<b>Paper 3- Business Communication &amp; Sales</b>			
Paper Number	BM13			
Paper Type	Internal/Practical Live Interaction and Assessments			
Objective of Paper	To Create Ability in students of Effective Communication			
Expected Outcome	1. Communication Skill Development 2. Ability to Negotiate 3. Prepare Business Strategy and develop Convincing power			
Content	Unit 1	Business Communication	Hours	15
	Unit 2	Sales management	Hours	10
	Unit 3	Marketing Management- Marketing a product	Hours	10
	Unit 4	Leadership & Interpersonal Relations	Hours	10
Reference Book	1. Adair, John. Effective Communication. London: Pan Macmillan Ltd. 2. Monippally, Matthukutty, M. Business Communication Strategies. New Delhi: Tata McGraw-Hill Publishing Company Ltd. 3. Group Dynamics and Stress Management Hardcover – 2011 by Ved Prakash Singh & Girish Rana			

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