



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

Diploma 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 Business Communication & Sales	100	40
BM14	Internal/Practical Live Interaction and Assessments Based on Business Skills & Digital Marketing	100	40



Holkar

Diploma in Business Management

Paper Title	Paper 1- Business Management			
Paper Number	BM11			
Paper Type	Theory			
Objectives of Paper	<ol style="list-style-type: none">1. To Understand the basics of Business Management2. Brief Introduction of All aspects of Business Management			
Expected Outcome	<ol style="list-style-type: none">1. Identify the different functional aspects of business.2. Recognize different opportunities of business			
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">1. Peter F. Drucker Practice of Management -Pen Books Ltd.2. Sherlekar & Sherlekar Principles of Business Management, Himalaya Publishing3. James Stoner, Freeman, Gilbert Management, Pearson Education.4. Hands of Brick, by Sidhharth Roy, ICTRD Publications.			

How

Diploma in Business Management

Paper Title	Paper 2- Technology, Research and Managerial Economics			
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">1. Create an account of unit2. Explain the terms of Taxes3. Prepare financial statements with the help of Tools4. Understand Information Technology Basics			
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	Tally Education (2018). Official Guide to Financial Accounting Using Tally. ERP 9 with GST (Release 6.4), Bengaluru: Tally Education Pvt. Ltd			

How

Diploma in Business Management

Paper Title	Paper 3- Business Communication & Sales			
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			



Diploma in Business Management

Paper Title	Paper 3- Business Skills and Digital Marketing			
Paper Number	BM14			
Paper Type	Internal/Practical Live Interaction and Assessments			
Objective of Paper	To Create Ability in students of Effective Communication			
Expected Outcome	1. Ability to Work in group 2. Ability to handle challenges 3. Full Equipped with digital marketing skills			
Content	Unit 1	Stress Management And Group Dynamics	Hours	15
	Unit 2	Search Engine Optimization	Hours	10
	Unit 3	Social Media Marketing	Hours	10
	Unit 4	Time and Resource Management	Hours	10
Reference Book	Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003. Monippally, Matthukutty, M. Business Communication Strategies. New Delhi: Tata McGraw-Hill Krishnamurthy, S. & Singh, N. (2005), The International E-Marketing Framework (IEMF)lishing Company Ltd., 2001. Chaffey, D. & Ellis-Chadwick, F., 2012. Digital Marketing: Strategy, Implementation and Practice. 5 th Ed. Harlow: Pearson Education Ltd			

