



DIPLOMA IN BUSINESS MANAGEMENT



DURATION: ONE AND HALF YEAR PART TIME (3 SEMESTERS)

ELIGIBILITY: Graduate in any faculty from any recognized University

ADMISSION PROCEDURE: WRITTEN EXAM FOLLOWED BY AN PERSONAL INTERVIEW

OBJECTIVE:

To equip the students with various methods, practices and techniques of management, and make them attain necessary knowledge and skills in business and industry.

JOB OPPORTUNITIES: The objective of the course is to improve the awareness of business ethics. It provides better understanding of business processes for working candidates and advance their careers into it or to enter in a new position or another field.



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COURSE CONTENTS:

SEMESTER 1

- Principles of Management
- Business Communication
- Managerial Economics
- Financial Management
- Human Resource Management
- Marketing Management

SEMESTER 2

- Strategic Management
- International Marketing
- Information Technology
- Research Methodology/Quantitative Techniques
- Global Business Environment
- Cost Accounting

SPECIALIZATION SUBJECT

SEMESTER 3

- Finance Management
OR
- Human Resource Management
OR
- Digital Marketing Management
OR
- Sales & Marketing Management