



Diploma in Business Administration

OBJECTIVE: The objective of this two-year diploma programme in Business Administration is familiarizing the different functional areas of management, i.e. IT, Marketing, Finance, Operations etc. with special emphasis on General Management so those candidates can encash the job opportunities available in these areas

PREREQUISITE: 10+ 2

DURATION: 2 -Years

COURSE CONTENTS:

First Year

Business Communication
Computer Applications in Management
Fundamentals to Business Accounting
Quantitative Techniques and Methods
Principles & Practice of Management
Managerial Economics

Second Year

Management Information System
Production & Operations Management
Marketing Management
Economic Legislation – I
Research Methodology
Human Resource Management



*With the creation of large factories in the late 1800s came the need to manage large groups of workers. In his 1911 book *The Principles of Scientific Management*, Frederick Winslow Taylor addressed that need. He suggested that each worker be trained to do a single task with no wasted effort. His philosophy made such a big impact on the business world that it was nicknamed Taylorism and is still studied today.*

Of course, there's a lot of disagreement about Taylorism: some people argue that it's inhumane, while others celebrate the increased productivity it has led to. As a student in business management, you'll add your voice to this debate and others like it.

PEDAGOGY:

1. Class Teaching and Course Material
2. Workshops and Seminars
3. Case Study and Analysis
4. Presentation

