



**Name of the Program: - DIPLOMA IN BUSINESS MANAGEMENT
& ADVANCED DIPLOMA IN BUSINESS MANAGEMENT**

Program Duration: 6 Months or 1 Year.

Syllabus Outline

Serial No.	Syllabus component	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	Marks 100 Per Subject	45	35	20
1	Principles & Practice of Management	6 Credits		
	i) The Role of Management ii) Functions of Managers iii) Levels of Management iv) Management Skills and Organizational Hierarchy v) Approaches to Management vi) Management Planning vii) Organizing, Staffing and Controlling	45	35	20
2	Business Ethics	6 Credits		
	<u>Part One Theoretical studies</u>	45	35	20
	1 Introduction			
	1.1 The basic question of ethics			

	1.2 Why we have to study ethics 1.3 Other reasons for studying ethics 1.4 The reasons for studying business ethics 2 Introduction to Ethics 2.1 The meaning of the word 'ethics' 2.2 Ethics in the ethos 2.3 Ethics in morality 2.4 Autonomous, heteronomous, theonomous 2.5 Definition of ethics 2.6 Goals of ethical study <u>Business Ethics: Introduction to the Ethics of Values</u> 3 Ethics by Recognition Aims 3.1 System classification of ethics 3.2 Descriptive ethics 3.3 Normative ethics 3.4 Meta-ethics 3.5 Graphical depiction 4 Normative Ethics Schools 4.1 Ancient hedonism 4.2 Utilitarianism 4.3 Empiristic ethics 4.4 Ethics by norms or principles 4.5 Casuistic ethics 4.6 Situation ethics 4.7 Ethics of reckoning 4.8 Deontological ethics 4.9 Ethics of responsibility			
3	Business Communication	6 <i>Credits</i>		
	Chapter I: Concept of Communication Chapter II: Channels and Objectives of Communication Chapter III: Methods & Modes of Communication Chapter IV: Barriers to communication Chapter V: Listening Chapter VI: Ethics – Different Types of Ethics	45	35	20

4	Specialization:			
	<p>From the below list of Specialization Subjects students should take <i>at least 3 subjects for Diploma and 4 Subjects for Advanced Diploma</i> in order to complete his/her Diploma/Advanced Diploma. For example:</p> <p>Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Marketing Management <input type="checkbox"/> International Marketing <input type="checkbox"/> Marketing Research <input type="checkbox"/> Strategic Marketing <input type="checkbox"/> Sales Management <input type="checkbox"/> Export Management <input type="checkbox"/> International Trade <input type="checkbox"/> Foreign Trade <input type="checkbox"/> Industrial Marketing <input type="checkbox"/> Retail Management <input type="checkbox"/> Business Marketing <p>Note: From the above Marketing subjects student should select at least 3 marketing related subjects for the completion of Diploma Program or at least 4 subjects for the completion of Advanced Diploma Program.</p>	<p>6 Credits each</p>		
5	Project/Thesis/Case Studies	<p>12 Credits</p>		
	<p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her Diploma/Advanced Diploma.</p> <ul style="list-style-type: none"> • In case Project/Thesis, respective students should submit 35 to 45 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i> • In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i> 			
	<p>TOTAL CREDITS FOR DIPLOMA = 3 Subjects @ 6 Credits each + Specialization 3 Subjects @ 6 Credits each + Project/Thesis/Case Studies @ 12 Credits (In Total 48 Credits for Diploma Program)</p>			

	<p>TOTAL CREDITS FOR ADVANCED DIPLOMA= 3 Subjects @ 6 Credits each + Specialization 4 Subjects @ 6 Credits each + Project/Thesis/Case Studies @ 12 Credits (In Total 54 Credits for Advanced Diploma Program)</p>			
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LIST OF SPECIALIZATIONS

General

- General Management
- Business Administration

HR (Human Resources)

- Human Resource Management
- Personal Management
- Public Administration
- Corporate Law
- Corporate Training
- Labour Law

Industries/Production

- Operation Management
- Industrial Management
- Production Management
- Project Management
- Total Quality Management
- Plant Operations
- Inventory

Hotel/Tours & Travels

- Hotel Management
- Hospitality Management
- Travel & Tourism Management
- Transport Management
- Aviation

Purchase/Logistics

- Material Management
- Supply chain Management
- Logistics Management

Marketing

- Marketing Management
- International Marketing
- Marketing Research
- Strategic Marketing
- Sales Management
- Export Management
- International Trade
- Foreign Trade
- Industrial Marketing
- Retail Management
- Business Marketing

BPO/Call center

- BPO Management
- Customer Relationship Management
- Customer Care Management
- Call center Management

Banking/Finance/Accounts

- Banking Management
- Foreign Exchange Management
- Asset Management
- Mutual Fund Management
- Finance Management
- Investment Analysis Management
- Risk & Insurance Management
- Taxation Management
- Investment Management
- International Finance Management
- Takeover & Acquisition Management
- Corporate and Finance Management
- Equity Research Management
- Audit Management
- Cost and Management Accounting

Advertising/Media/Communication

- Advertising Management
- Communication Management
- Information Management
- Mass Communication
- Media Management
- Portfolio Management
- Public Relationship Management
- Telecom Management

Architecture

- Architectural Management
- Construction Management
- Interior Management

Software/Hardware

- Software Project Management
- SAP Consultancy Management
- Software Management
- Information Technology
- E-Business System
- Cyber Law Management
- Hardware Management
- E-commerce
- Networking Management
- DBMS

Textiles

- Fashion Management
- Textile Management

Pharmaceuticals/Biotech/Health Care

- Pharmacology Management
- Bio-Technology Management
- Hospital Administration
- Health Care Management
- Pathology Lab Management
- Clinical Pharmacology
- Clinical Research
- Hospital Management

Exclusive

- Rural Management
- Environmental Management
- Family Business Management
- School Management
- Shipping Management
- Safety Management
- Event Management
- Packaging Management
- Entrepreneurship Management
- Agriculture Management
- Strategic Management
- Energy Management
- Risk Management
- Intellectual Property Rights
- Petroleum Management
- Library Management

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or

theory in order to complete the respective Diploma Program.

- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FETURES:

- (i) Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of Indian and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) Saves Money:** These courses are almost always cheaper as compared to their on-campus counterparts. You also cut down on the costs incurred while commuting etc.
- (vi) Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can

build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.

- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business topics.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

GEPEA (Global Educational & Professional Excellence Academy)

*In case any query, please feel free to contact us via E-Mail:
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www.gepea.education*