

Programme Guide

Diploma in Business Management (DBM)



Krishna Kanta Handiqui State Open University


The University deserves the right to change the rules and procedures described in this Programme Guide. Please check from time to time with the University Website for updates.

Recognition of Degrees/Diplomas/Certificates provided by Krishna Kanta Handiqui State Open University:

- Established under the provision of the 'Krishna Kanta Handiqui State Open University Act' 2005 of the State Legislature of Assam.
- The University has been recognised and its academic programmes have been approved by the UGC, New Delhi vide letter no. F.9-13/2008(CPP-I), dated March 18, 2009.
- The Government of Assam has recognised all degree, diploma and certificate programmes of the University for job and higher study vide letter no. AHE/228/2007/330, dated May 08, 2009.
- The UGC through its Public Notice vide F. No. 1-9 2018 (DEB-I) dated 23rd February, 2018 has asked for recognising and treating the Degrees/Diplomas/Certificates awarded through distance mode at par with the corresponding awards of Degrees/Diplomas/Certificates obtained through the formal system of education. URL:

July 2025



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1. MESSAGE FROM THE DEAN (ACADEMIC)

Dear Learner,

Greetings from the Establishment of the Dean (Academic) at Krishna Kanta Handiqui State Open University.

I heartily welcome you as a learner of the DBM Programme of this prestigious state open university and I hope that you will be happy to explore the varied and up-to-date curriculum of this Programme which are compatible with the 21st century employment market. KKHSOU has been a choice-based educational destination for many who were deprived or denied or conditionally forced to remain away from their dream of education. While imparting need-based education to the fresh learners, our University also holds the promise of fulfilling the educational dreams of the socially backward, underprivileged and marginalized people of our society.

Friend, I am happy to inform you that we at KKHSOU provide diverse tracks to fulfill your learning needs. Our university is currently offering programmes in four different levels i.e. Master's Degree, Bachelors' Degree, Diploma and Certificates under six different Schools of Studies namely, S.K. Bhuyan School of Social Sciences, Padmanath Gohain Baruah School of Humanities, Maniram Dewan School of Management, Bhupen Hazarika School of Mass Communication, Guru Prasad Das School of Vocational Studies and Hiranya Kr. Bhuyan School of Science and Technology. We are having subjects right from Literature to Journalism, from Yoga to Commerce and Management. Once a learner is awarded a Degree or Certificate by KKHSOU in any of the programmes, he/she becomes eligible for employment in any government or private sector work market. Therefore, start your educational journey with confidence and hard work so that you can shine in life.

I am happy to share the fact that we are loved and embraced by a large number of learners spread across the state and beyond. During your journey in our university, you will be supported by a host of Learner Support Services about which you learn in this Programme Guide. Therefore, I urge you to make full utilisation of the resources and facilities provided by our university. Besides, our faculty members shall be always ready to assist you in advancing your knowledge, developing your creativity and discovering solutions to the pressing academic questions you might face.

I know that we have challenges to meet. However, I also assure you that through our dedication, determination and teamwork, we shall be able to overcome all problems on our way.

I wish you all the very best for your bright future.

Dean Academic
KKHSOU

2. STUDYING AT KKHSOU USING THE DISTANCE LEARNING MODE

Krishna Kanta Handiqui State Open University (KKHSOU) welcomes you to its vast community of aspiring learners. It is important to advance and upgrade your education for a productive and healthy living in contemporary society. Hence, it is important that you choose the right university to suit your learning needs. KKHSOU shall assist you in all the aspects of your educational journey.

You will note that KKHSOU is the 14th State Open University of India with a learner-base of 5,00,000 until 2022. This University has adopted the Open and Distance Learning (ODL) mode to facilitate the implementation of its different academic programmes with a view to providing timely opportunities for lifelong learning. Our flexible academic programmes shall suit the needs of all our learners as well as working individuals who are unable to study full time on-campus five-six days a week, despite having a desire for an accredited qualification and personal development.

While studying at KKHSOU, you will be supported by a meticulously prepared Self- Learning Materials (or SLMs) that are well designed and expertly written; an all-inclusive university website; an e-SLM portal and a host of other learner support services such as face- to-face counselling sessions in the University Study Centres, which act as the mirror of the University.

The SLMs in a particular programme are specially prepared by a group of experts who include the faculty members from KKHSOU as well as those drawn from different Universities and educational institutions located across the state as well as the country. The preparation and production of the SLMs of a particular department are coordinated by the faculty members of the concerned department following a careful scrutiny of the contents and language by experts in the field. Besides, efforts to make audio and audio-visual contents based on the syllabus are also made in the Multimedia Production Unit of the University in consultation with the course writers, editors and in-house faculty members. Such audio-visual materials are reviewed by the faculty members, media experts and the concerned authority, before they are uploaded in the University's YouTube page.

We hope that you will make full use of the resources provided by the University during your academic journey. However, you should also know that your achievement in the programme of enrolment will also depend on your performance in both the continuous assessments through assignment and the Semester-end examination. Studying in an ODL Institution for an award of degree or qualification demands great commitment on your part as a learner. Although KKHSOU provides you with a flexible way of learning, you are required to complete all the assignments in due course within a stipulated period and take the examinations according to the schedule specified. In general, besides attending the face-to- face counselling sessions and tutorials at your study centre where you have enrolled, you should be able to allocate at least 2-3 hours a day for studying your courses.

With this introductory information, you should start your programme at KKHSOU and we hope that by availing all the support services of the university, you will succeed in your educational venture. We assure you that the University fraternity shall always stand by you to help you with all your academic requirements.

3. HOW TO SUCCEED AS A DISTANCE LEARNER IN THE ODL SYSTEM

The Open and Distance Learning (or ODL) is a system of education in which education is imparted to the learners from a distance. The two basic elements in ODL are:

- a. The physical distance between the educators and the learners;
- b. The changed role of the educators who meets the learners only for selected tasks such as counselling during contact sessions, conducting tutorials and helping the learners with field-based projects and collaborating with the learners to solve their problems.

In the conventional face-to-face mode of education, the teaching-learning contents are communicated directly by the teachers/educator mainly through the lecture method. In distance education however, this interpersonal communication is replaced by print, telephonic and electronic communication, broadcasting of educational programmes, online communication and others need-based methods. Hence, the philosophy of ODL is based on the idea of the 'teacher in print' that means the teachers are very much present in the SLMs, directly teaching each learner through printed words.

In your case, the benefit of ODL is that it provides access to education that you would not have gained otherwise. ODL allows you to study when and where it suits you and enables you to continue learning while also fulfilling your commitments to the family, work and community. You may be pursuing higher education for various reasons such as—you might be interested in changing your career or you might simply want to expand your knowledge base for personal enrichment. Whatever may be the reason, unlike in the conventional system, ODL provides you with flexi time learning experience while catering to your learning needs. It is important for you to bear in mind that in ODL, you are not pursuing your studies alone on your journey.

We encourage you to make full use of the facilities provided by the University during your study at KKHSOU. You should always make an attempt to regularly attend the counselling sessions at the study centre where you have enrolled, form study groups with your programme-mates, check for the latest academic updates in the University website: www.kkhsou.in, participate in academic discussion with your fellow learners as well as your teachers through Facebook or WhatsApp groups, contact your tutors at the study centres or the teachers at the University headquarters. Further, your tutors in the study centers shall be there to help you understand the course materials, clarify the concepts you find difficult and collaborate with you to enhance your learning experience.

Feel free to learn and enjoy learning towards successful completion of the Programme.

4. INTRODUCING THE DBM PROGRAMME

Maniram Dewan School of Management of KKHSOU strives to provide developmental avenues for working personnel, professionals, entrepreneurs, self-employed; and also for those who are keen to have knowledge of management to upgrade and refine their managerial skills, capabilities, and orientation by acquiring management qualifications.

The Diploma in Sales and Marketing Management (DBM) programme of Maniram Dewan School of Management of KKHSOU is designed to enable the learners to imbibe the relevant knowledge and skills of Management and Salesmanship. The DBM programme aims to impart learning opportunities to the learners in the functional areas of management like Marketing, General Management and Human Resources Management. The focus is on developing marketing skills, leadership, entrepreneurial and managerial skills; and professional competence as well. Syllabi of DBM Programme have been finalized after a series of deliberations and discussions with academic experts and members of the Committee on Courses of Maniram Dewan School of Management, KKHSOU.

The overall mission of DBM programme is to provide quality higher education at door step through barrierless, flexible ODL mode in conformity with national priority and societal need. The University strives to provide ‘education beyond barriers’. To achieve this mission, the DBM Programme has the following objectives:

- a) To help the learners understand the emerging concepts in different functional areas of management like marketing, personnel, finance and production.
- b) To understand the practical implications of the above with the help of case studies.
- c) To facilitate the working people who wish to develop their professional skills in management.
- d) To help the learners with development of relevant knowledge of management and skills to start their own enterprises
- e) Contribute to the University’s mission of regional development by putting importance on regional issues while presenting cases and examples.

In the spirit of reaching out to the unreached, KKHSOU endeavours to provide higher education and training in various skills using the latest educational inputs and technology. The vision of the University entails to:

1. Emerge as a premier Institute of higher education in the NE region of India, with adequate display of social responsibility
2. Equip the learners with necessary knowledge and skills
3. Enable the learners to compete and excel in their respective areas of interest, and to live a life of their choice with dignity.

With the motto “Education Beyond Barriers”, the Mission of the University entails imparting innovative and contextually relevant education and providing opportunities for lifelong learning to its learners through excellence in education, research and innovation. The University, accordingly, envisages formulating its academic programmes in such a way so as to attract learners from all sections of the

society, with, however, a specific focus on the underserved, disadvantaged and marginalised. The DBM Programme of KKHSOU offered through a network of Study Centres in different parts of Assam endeavours to contribute towards accomplishment of the mission of the University in the following manner:

- a) Ensuring that DBM programmes are made accessible, inclusive and responsive to the needs of diverse groups of learners with special focus on learners from disadvantaged population groups, particularly youth with special needs and with various forms of disabilities, and ensuring that all enrolled learners are supported to enable them achieve the expected learning outcomes;
- b) Providing the employed and self-employed individuals with the preference for management education.

Programme Outcomes: The outcomes of the DBM programme are manifold:

- Acquiring self-management tips to apply in conditions around them.
- Enhancing career prospect avenues in corporate, non-corporate and development sectors
- Enabling to take up entrepreneurial ventures and self-employment
- Producing quality practitioners and entrepreneurs having sound knowledge of management and managerial skills.
- Encouraging the learners for higher studies and research in the field of management.
- Producing efficient and effective leaders in all fields having scope for management applications
- Preparing the learners for competitive examinations etc.
- Producing community leaders for developments of the masses.
- Ensuring lifelong learning opportunities for management graduates in specific and common graduates in general.

5. TARGET GROUP

KKHSOU specially strives to cater to the needs of the learners from far flung areas cutting across of age, sex and backwardness so that they can have access to quality education and it functions with a motto of “*Education beyond Barriers*”. KKHSOU offers its DBM programme specially designed and developed for the learners to make them acquainted with different management philosophies such as understanding of behavioural science, marketing, human resource management, financial management and information systems. The DBM Programme has emphasized the following prospective target groups of learners:

- a) Graduate in any discipline can enroll in this programme.
- b) Working people who wish to develop their professional skills in marketing management and entrepreneurship.
- c) Self-employed people and others engaged in different services, business or other professions to augment their managerial skills and develop competencies.
- d) Learners who are deprived of higher education in conventional system for varieties of reasons.
- e) Working professionals in the lower or mid-level management, who are not able to complete their masters, and maybe experiencing a stalled career stage, as a result.

6. INSTRUCTIONAL DESIGN

While preparing the syllabi, UGC Model Syllabi and syllabi of other Universities and recommendations of MadhavaMenon Committee have been consulted. (*Structure of the DBM Programme is placed at Annexure-I*).

The following instructional instruments are provided to the learners of DBM programme

- a) **Self-learning Materials (SLM):** SLMs of DBM programme are designed by the experts from management areas in tune with the requirements for learning through ODL mode. SLMs are specially prepared for the target group of DBM learners. In addition to the print materials e-services are also provided. (<https://www.lmskkhsou.in/web/>). Learners can make use of e-SLMs, old question papers etc. from the University website.
- b) **Counselling sessions at the study centre:** The counseling sessions are held in all study centers for the DBM Programme. The counseling sessions are held on Sundays besides other days of the week as mutually agreed upon by the study centre and learners.
- c) **Online Counselling by the University faculty:** The Maniram Dewan School of Management (MDSOM) of the University prepares a schedule of online counseling sessions during the entire semester. The benefits of these online counseling sessions can be availed by all the DBM learners of the University irrespective of the study centres.
- d) **Multimedia study material:** In addition to SLMs in print form, KKHSOU has developed audio-visual materials related to management courses. These are usually made available in a KKHSOU designated Youtube channel. (<https://www.youtube.com/user/kkhsou?app>). These are prepared with the learning objectives in view for facilitating better understanding among the learners. The state-of-the-art facilities of EMPC (Electronic Multimedia Production Centre) of KKHSOU are used while preparing these videos.
- e) **Learner Support services:** KKHSOU facilitates its DBM learners with the following ICT based Services: The student support services available include the following in addition to the ones as mentioned above:
 - i. Access to library services at study centres and the Central Library of the University as well;
 - ii. Community Radio Programmes on selected topics;
 - iii. Walk in Counselling for any learner in the city campus of the University during University working hours.
 - iv. Learners can also write emails to any official's/faculty members of the University. For this two general email ID: mdsom@kkhsou.in, management@kkhsou.in have been created. Moreover, the individual email ids of the faculty members and key support service providers are provided to the learners. Queries raised through email are redressed by concerned official/faculty members of the University. The telephonic calls of the learners are also responded by the faculty, key officials and Help Desk.
 - v. A cell for grievance redressal has been created by the University for all the learners of the University. The DBM learners also can make use of the services of the cell in case of any grievance. (http://www.kkhsou.in/web_new/grievanance-redress.php)

- vi. The University has a designated Facebook page through which also important communications are shared. (<https://www.facebook.com/kkhsouofficial/>)
- vii. An Android App “KKHSOU” has also been designed. This Android App can be downloaded free of cost from Google Play Store. Through this App, the learners can get detail information of academic programmes available, district-wise and course-wise list of study centres, contact information of the study centres, University etc. This Android App of the University has also been widely recognised and has received an Excellence Award from IGNOU. Learners can register for a free SMS service. This SMS services keeps the learner updated on schedule of Examination, Declaration of results, Admission schedule and other important events.

6.2 Duration of the programme:

The DBM programme has two semesters and is of minimum 1 year. The programme has 4 courses in each semester carrying 100 marks (70 marks for summative assessment and 30 marks for formative assessment). Two semesters of the programme will have 8 courses (32 credit).

6.3 Credit Distribution:

As per the credit definition given in the UGC ODL Regulations of 2020, the University follows the system of assigning 30 hours of study per credit of a course. Thus, following this norm, a 4 credit course constitutes a total of 120 hours of study. Out of the total credit hours, a minimum of 10 percent, i.e., minimum 12 hours of counselling per course is offered to the learners at their respective study centres and through online counseling as well. This programme has 32 credits in total. (*Annexure-I of this Report*)

6.4 Faculty and Support Staff requirement:

The University currently has 3 full time faculty members and two contractual faculty members in the Discipline of Management, viz., one Professor and four Assistant Professors.

EVALUATION

Continuous evaluation is an important feature of DBM programme of KKHSOU. The University adopts both ongoing and term end evaluation. Ongoing evaluation is conducted in two modes: internal and external. The internal evaluation is to be undertaken by the learner himself. For this, the University has designed some Check Your Progress questions, which would help the learners to self-check his progress of study. However, this is undertaken at the learners' end themselves and is non-credit based. Self-assessment exercises within each unit of study are provided. Continuous evaluation is conducted mainly through assignments which are tutor-marked.

For overall evaluation of a course, the University follows the two types of evaluation:

- Formative Assessment (mainly Assignments) : Weightage assigned 30%.
- Summative Assessment (Semester-end Examinations) : Weightage assigned 70%.

The learners have to submit the assignments within the schedule of a semester at the respective study centres. The counsellors at the study centres evaluate the assignments and return them to the learners with feedback. Semester end examinations are conducted on scheduled dates at selected examinations

centres which are fixed by the Controller of Examinations adhering to the norms of UGC ODL Regulations of 2020. Evaluations are done by the external examiners at zonal centres. After evaluation, further scrutiny is done, followed by moderation. Results are declared within scheduled dates as laid down in the Academic Calendar and Examination Calendar.

Learners would be able to get their scripts re-evaluated if they are not satisfied with evaluation.

Questions for the Semester End paper would be set as per the set norms of the University to have a coverage of all the modules of the respective courses. The question papers are set in tune with the learning outcomes of the DBM programme and respective course outcomes as well.

7. FACULTY MEMBERS IN DEPARTMENT OF MANAGEMENT

1.



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Chayanika Senapati

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For Study Centre related issues:

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For exam related issues:

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Annexure 1

STRUCTURE OF THE DBM PROGRAMME

The semester wise courses of the DBM Programme are listed below. The evaluation framework for each course comprises assignments and semester- end test.

	Course Code	Title of the Course	Marks	Credit
Semester 1	Course Code 1	Management Process and Organizational Behavior	30+70	4
	Course Code 2	Managerial Economics	30+70	4
	Course Code 3	Accounting for Manager	30+70	4
	Course Code 4	Information Technology in Management	30+70	4
Semester 2	Course Code 1	Human Resource Management	30+70	4
	Course Code 2	Marketing Management	30+70	4
	Course Code 3	Financial Management	30+70	4
	Course Code 4	Legal Aspects of Business	30+70	4
Total Marks			800	32 Credits