

# **KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**



## **ADMISSION BULLETIN, 2019-20**

**P.G. Diploma Programme in Sales and  
Marketing Management**

**P.G. Diploma in Human Resource Management  
Programme**

## POST GRADUATE DIPLOMA PROGRAMME IN SALES AND MARKETING MANAGEMENT

### PROGRAMME OVERVIEW:

Individuals working in marketing are involved in developing the strategies and processes for accomplishing organizational goals. Through this P.G Diploma Programme on Sales and Marketing a learner would be able to imbibe the concepts and implications of marketing strategies, techniques and process. In addition there will be emphasis on development of communication skills, analytical skills and ability to integrate ideas. Moreover, the learner will be imparted lessons on business ethics and leadership, concept of logistics and supply chain management, international marketing etc. which will definitely help them prosper at an industry level.

Having a P.G. Diploma in Sales and Marketing allows the learner to develop career in sectors ranging from FMCG, Retail, Tourism, Advertising, Consultancy, Banking and so on. The job profiles one can expect are Marketing Manager, Brand Manager, Marketing Research Analyst, Sales Manager, Media Planner, Product Manager and more. The working environment for sales personnel is changing very fast. The current working environment for them is highly complex, uncertain and unpredictable. Keeping in touch with the academic pursuit makes a person knowledgeable and organised. In view of this, it is expected that the P.G. Diploma Programme would be able to make its desired contribution in terms of educating the sales personnel.

The P.G. Diploma in Sales and Marketing would be offered in two semesters (8 courses having 4 credits each) as follows:

	Course Code	Title of the Course	Marks	Credit
<b>Semester 1</b>	Course Code 1	Management Process and Organizational Behaviour	20+80	4
	Course Code 2	Marketing Management	20+80	4
	Course Code 3	Business Environment	20+80	4
	Course Code 4	Information Technology in Management	20+80	4
<b>Semester 2</b>	Course Code 1	Sales, Distribution and Supply Chain Management	20+80	4
	Course Code 2	Service and Retail Marketing	20+80	4
	Course Code 3	Industrial and Rural Marketing	20+80	4
	Course Code 4	Consumer Behaviour	20+80	4
			<b>Total</b>	<b>32 credits</b>

## **P. G. DIPLOMA PROGRAMME ON HUMAN RESOURCE MANAGEMENT**

### **PROGRAMME OVERVIEW:**

Human resource management is the backbone of all the organizations. It matches the manpower requirements both for the present and futuristic needs. Numerous studies have shown that in order to succeed in the next level, organisations must be constantly prepared, flexible and innovative and have abilities to continually build capability and manage change. In the transition to the next curve, HR has to become strategic and be inseparably weaved into business or any organisation. More importantly it is to be realized that HR has to be for the sake of future.

The Diploma programme in Human Resource Management at KKHSOU comprises of learning by the theoretical knowledge and case studies covering different areas of human resource management. Learners will get an in-depth understanding both from the administrative and behavioral aspects of the subject. It prepares them for their futuristic role learning different perspectives. It will also help them become better professional because human resource management function is common for every other management function in an organization.

KKHSOU has made an endeavour to put forward on a pedagogy and course curriculum that seeks to provide to its learners breadth and depth of human resource management concepts and awareness, appreciation and understanding of the application of human resource learning and practices.

### **PROGRAMME DESIGN**

The programme has been conceptualized keeping in view the core objective of helping the desired learners in developing their knowledge and conceptual skills. The programme is of one year duration with two semesters. Each semester comprises four courses (4 credit in each course) so as to enable the learning and support the evaluation mechanism.

As stated in the design of the programme, the P G Programme in Human Resource Management would be offered in two semester (4 credits in each course) as follows:

	Course Code	Title of the Course	Marks	Credit
<b>Semester 1</b>	Course Code 1	Management Process and Organizational Behaviour	20+80	4
	Course Code 2	Human Resource Management	20+80	4
	Course Code 3	Business Environment	20+80	4
	Course Code 4	Information Technology in Management	20+80	4
<b>Semester 2</b>	Course Code 1	Industrial Relation and Labour Legislation	20+80	4
	Course Code 2	Organisational Change and Development	20+80	4
	Course Code 3	Performance Management and Compensation Management	20+80	4
	Course Code 4	Manpower Planning and Resourcing	20+80	4
			<b>Total</b>	<b>32 credits</b>

**DURATION:** Both the P.G Diploma in Sales and Marketing Management and P.G Diploma in Human Resource Management will be of 1 year duration (two semesters).

**PROJECTS/ASSIGNMENTS/ASSESSMENT:**

Components like Home assignments and End-course Assessment will be a part of both the P.G Diploma Programmes.

**FEE STRUCTURE**

Fee structure for Post Graduate Diploma in Sales and Marketing Management and Human Resource Management would be same as follows:

Semester	Fee
1 <sup>st</sup>	Rs. 6,400 (includes enrolment, course and examination fee), 300 enrolment fee, 4,800 course fee, 400 Exam centre fee, 800 Exam fee, 100 mark sheet fee.
2 <sup>nd</sup>	Rs. 6, 435 (includes course fee, examination fee and provisional certificate fee), 4,800 course fee, 400 Exam centre fee, 800 Exam fee, 200 mark sheet fee, 235 Provisional certificate fee.

**ELIGIBILITY FOR BOTH THE PROGRAMME:**

Graduate in any discipline. Age is not a bar.

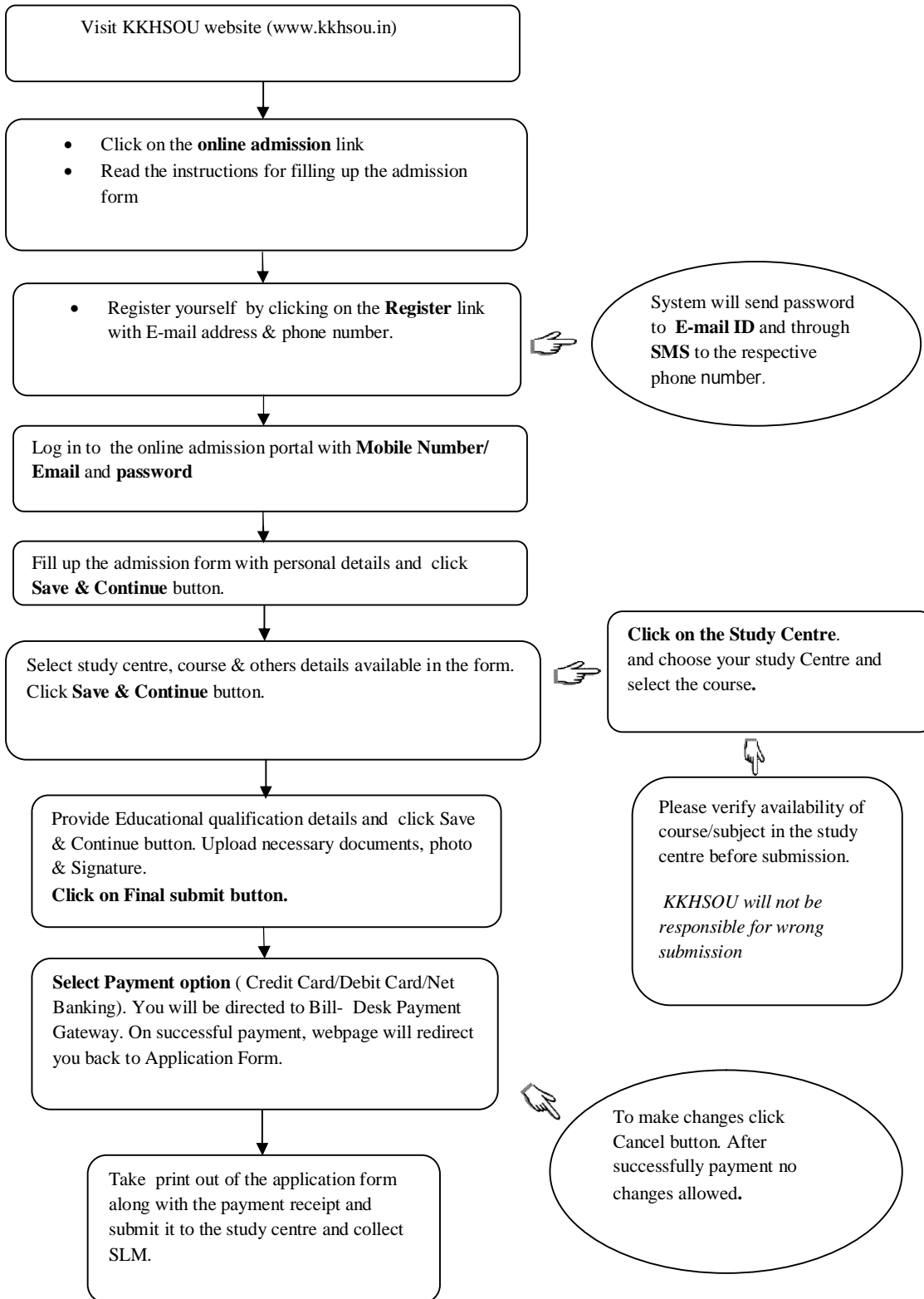
**ADMISSION PROCEDURE:**

- i. For admission to these programmes, the learner has to visit University's website: [www.kkhsou.in](http://www.kkhsou.in). *Admission to all programmes will be through the online portal.*
- ii. Regarding admission and payment the candidates are requested to visit the online portal available at [www.kkhsou.in](http://www.kkhsou.in) and click on the respective Study Centres of these Programmes (the list of study centres are at the end of this Bulletin) of the University.
- iii. A learner may take admission in these programme offered by KKHSOU at study centres spread throughout the state of Assam provided that the study centre offers the programme as desired by the learner. The learner may verify the study centre during online form fill up about the availability of the course in the respective study centre. The University does not possess any study centre beyond its territorial jurisdiction of the State of Assam as per the UGC norms.

**IMPORTANT DATES**

- i. Date of Commencement of Admission: 21st January 2019.
- ii. Last date of online line Admission: 20th February 2019

## FLOW CHART FOR ONLINE ADMISSION PROCESS



IT Cell Helpline Number: +91-9126121516

(10 AM to 5 PM - during office time)

itcell@kkhsou.in

**LIST OF STUDY CENTRES OF KKHSOU OFFERING PGDSM and PGDHRM**

<b>Sl. no</b>	<b>Study Centre Code</b>	<b>Study Centre Name</b>	<b>District</b>
1	107	Jnyanam Educational Institute, Pathsala	BARPETA
2	401	Cachar College ,Silchar	CACHAR
3	901	D.H.S.K Commerce College, Dibrugarh	DIBRUGARH
4	1418	Suren Das College, Hajo	KAMRUP
5	1502	Pragjyotish College , Guwahati	KAMRUP(METRO)
6	1504	Darwin School of Correspondence, Guwahat	KAMRUP(METRO)
7	1515	Assam Professional Academy	KAMRUP(METRO)
8	2603	Margherita College	TINSUKIA
9	1701	Ramkrishna Nagar College	KARIMGANJ
10	1916	Lakhimpur Commerce College	LAKHIMPUR
11	2110	Nagaon G.N.D.G. Commerce College	NAGAON
12	2120	Murazar College	HOJAI
13	2125	Raha College	NAGAON
14	2127	Hojai College	HOJAI
15	2406	Moran College	SIVASAGAR
16	2408	Sonari College	SIVASAGAR
17	2602	Tinsukia Commerce College	TINSUKIA