

MAM SECOND SEMESTER

MANAGERIAL ECONOMICS

Subject code- 201

Max Marks- 100

Course Objectives:

The Objectives of This Paper is to Familiarize the Students With the Theoretical Concepts in Economics.

Unit-I Introduction: Meaning , Nature and Scope of Business Economics – Micro and Macro, Basic Economic Problems, Market Faces in Solving economic problems, Circular flow of income and expenditure .

Unit-II Demand Analysis: concept of demand , elasticity of demand and their types , revenue concept – total revenue , marginal revenue , average revenue and their relationship .

Unit-III Supply Analysis: concept and law of supply , Factors affecting supply.

Unit-IV Cost Analysis : Accounting cost and economic costs ,

Short run cost analysis : Fixed , variable and total cost curves , average and marginal cost .

Long run cost analysis : economics and dis economies of scale and long run average and marginal cost curves.

National Income : Related Concepts, its Measurement & Analysis.

Planning: Economics Growth & Development, Five Year Plans & Their Achievement

Unit-V Micro and Macro-economics : Factors of Production rent wages interest , profit .

Reference Books :

- 1.M.L. Sharma : Economics (C.A. Foundation)
- 2.M.L. Seth : Principles of Economics ; Lakshmi Narain Aggarwal Educational *Publishers*
- 3.Ahuja : Principles of Economics ; Himalaya *Publishing* House, Mumbai.
- 4.Dutta & Samuelson : Micro Economics
- 5.K.K. Dewatt : Modern Economics Theory ; S.Chand.
- 6.Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)
- 7.Damodaran Suma – Managerial Economics (Oxford 2006)
- 8.Petersen Craig H. etal. – Managerial Economics (Pearson Education, 2006)
9. Textbook of Economic Theory – Stonier & Hague ; Longman & Green & co. London.
10. Micro Economics – M. L. Jhingan ; Vrinda Publication New Delhi
11. Managerial Economics – Theory & Application – D.M. Mithani

MAM SECOND SEMESTER

BUSINESS STATISTICS

Subject code- 202

Max Marks- 100

Course Objectives :

The Objective of The Course is to Help Students in Understanding The Various Statistical Method, Techniques in Business Studies and Analysis/Discussion.

Unit – I Meaning and Definition of Statistics, Statistical Investigations Distrust Laws of Statistics ,Scope of Statistics.

Unit – II Collection of data, Presentation of data, Frequency Distribution, Primary and Secondary Data.

Unit – III Measures of Central Tendencies : Mean, Median, Mode Geometric, Mean, Harmonic Mean , combined mean .

Unit – IV Dispersion – Quartile Deviation, Mean Deviation and Skewness

Unit – V Correlation Analysis : Karl Pearson's, Spearman's Rank Correlation, Coefficient of Concurrent Deviation

Reference Books :

1. D.N. Elhance : Fundamental of Statistics, Kitab Mahal Allahabad
2. S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi
3. R.S. Bhardwaj : Business Statistics, Excel
4. Beri - Business Statistics (Tata Mc Graw Hill 2nd Edition)
5. Sharma J K - Business Statistics (Pearson Education 2nd Edition).
6. Chandan J S - Statistics for Business and Economics (Vikas 1998.Ist Edition).
7. Glyn David & Branko Pecar : Business Statistics Using Excel .

MAM SECOND SEMESTER

FINANCIAL ACCOUNTING

Subject code- 203

Max Marks- 100

Course Objectives :

The Objectives of This Paper is to Familiarize the Students With The Basic Concepts and Methods of Financial Accounting as a Practical Subject Business Management.

Unit – I Analysis of Financial Statement – Ratio Analysis, Trend Analysis, Comparative Statement, Common Size Statement.

Unit – II Fund Flow Statement, Cash Flow Statement Break Even Analysis

Unit – III Single Entry System, Hire Purchase Accounting

Unit – IV Inventory Valuation – Methods, FIFO, LIFO, HIFO, Average Cost Method, Weighted Average Cost Method.

Unit – V Cost Accounting – Cost Sheet, Standard Cost – Basic Concepts, Cost Reconciliation Statement.

Reference Books :

1. Maheshwari S.N & Maheshwari S K – *An Introduction to Accountancy* (Vikas, 9th Edition)
2. Financial Accounting : R.L. Gupta
3. Advanced Accountancy : S.M. Shukla
4. Modern Accountancy : Mukherjee & Hanif
5. Mukherjee - Financial Accounting for Management (TMH, 1st Edition).
6. Gupta Ambrish - Financial Accounting for Management (Pearson Education, 2nd Edition)
7. Pandey I.M. : Financial Management , (Vikas Publication 10th edition).
8. Shah Paresh : Financial Accounting for Management , 2nd edition .

MAM SECOND SEMESTER

BUSINESS ENVIRONMENT

Subject code- 204

Max Marks- 100

UNIT- I The concept of Business Environment, significance and nature. Environment Scanning: meaning, nature and scope, the process of environmental scanning, Interaction between internal and external environments, basic philosophies of Capitalism and Socialism with their variants. Concepts of Mixed Economy.

UNIT-II Overview of Political, Socio-cultural, Legal, Technological and Global environment. An introduction to MRTP, FEMA, SEBI Act, Consumer Protection Act; The changing dimensions of these laws and their impact on business.

UNIT-III Philosophy and strategy of planning in India; Industrial Policy in recent years; Policy with regard to small scale industries ; the monetary policy and fiscal policy, Stock Exchange-BSE-NSE. Depository system in India(Options, Futures and Derivatives) RBI-Role and functions, banking structure reforms; Narasimhan Committee Recommendations, Financial Sector reforms.

UNIT-IV E-Banking in India-objectives, trends and practical uses-Recent technological developments in Indian Banking (ATM, Debit and Credit Cards, EMI, EFT)

UNIT-V Consumerism, Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy ,FDI policy, Multinational Corporation (MNC's) and Transnational Corporations (TNC's), Global Competitiveness.

Reference Books :

1. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
2. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).
3. Shaikh & Saleem - Business Environment (Pearson, 1st Edition)
4. Suresh Bedi - Business Environment (Excel Books, 1st Edition).
5. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).

MAM SECOND SEMESTER

BUSINESS COMMUNICATION -II

Subject code- 205

Max Marks -100

UNIT-1 COMMUNICATION IN BUSINESS

Importance of communication, process of communication, communication in an organization, flow of information within an organization, barriers to communication, effective business communication, case studies.

UNIT-2 VERBAL & NON VERBAL COMMUNICATION

Verbal communication, types, advantages, limitations of oral & written communication, non verbal communication, conflict between verbal & non verbal communication, cross cultural communication.

UNIT-3 BUSINESS CORRESPONDENCE

Focus on the 'You' point of view, business letters, layouts of business letter, types of business letters, application for employment, calling and sending quotations, sending orders and complaints, curriculum vitae, types of, curriculum vitae, e-mails, memorandum, tender, proposal.

UNIT-4 TECHNICAL COMMUNICATION: WRITING SKILLS

Definitions and characteristics of a report, mechanics of formal report, types of technical reports, short and long report, virtual assistance in reports, report of trouble, project report, laboratory report, progress report.

UNIT-5 PROFESSIONAL COMMUNICATION:

Business etiquettes, team presentation: elements of presentation, designing and delivery of presentation, types of visual aids for academic & professional presentations, developing visual aids, interviews, debate, group discussions, meetings.

Books recommended:

1. Business Communication: connecting at work –Liory Shankar Mukherjee (Oxford University Press)
2. Business Communication-Krizan Merrier, Logan, William (Thompson Learning)
3. Business Communication- Meenakshi Raman & Prakash Singh (Oxford University Press)
4. Business and Managerial Communication – Saliesh Sen Gupta (PHI Publication)
5. A Course in Business Communication – Madhulika Jha & Shashi Shekhar (Orient Black Swan)
6. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata Mc Graw Hill).

MAM SECOND SEMESTER

GROWTH & STRUCTURE OF INDUSTRIES

Subject code- 206

Max Marks- 100

UNIT-I Introduction : Industry and Industrialization , Classification of Industries on

the basis on Nature, size (Scale) and ownership ,Motives for Industrialization ,Limitations ,Factors inhibiting industrialization.

UNIT-II Location of Industry : Meaning significance , Factors affecting location decision -Concepts of Agglomeration and Degglomeration tendencies , Theories of industrial location (a) Weber's theory b) Sergeant Florence theory ,Concentration & dispersal of industries , Dynamics of industrial location , Split location , Location coupling

UNIT-III Industrial productivity : Measurement , Scope , Tools of Productivity , Factors affecting Industrial Productivity.

UNIT-IV Industrial Policy : Introduction, Objectives of Industrial Policy a) Background b)Features c) Critical Appraisal , Latest Industrial Policy Resolution.

UNIT-V Industrial Development : Role of Industrialization , State of growth and planning ,Concept of balanced regional development , Policy for development of backward areas.

Recommended Books:

- 1) Desai & Bhalerao – Industrial Economy of India.; Himalaya *Publishing* House Pvt Ltd, New Delhi.
- 2) Ruddara Datt & Sundharam – Indian Economy ; S Chand Publications, Delhi 5
- 3) Francis Cherunilam – Business Environment and Policy ; Himalaya *Publishing* House 2001 Edition 3.