

MAM THIRD SEMESTER

Entrepreneurship Development

Subject Code 301

Max Marks-100

The objective of this course is to inculcate in students the skills necessary to craft strategies and initiatives which can enable growth and sustainability in an entrepreneurial venture, to include the effective management of inventory, receivables, production, human resources, financial resources, and risk. Students will develop higher-level critical thinking skills, evidenced by analysis, evaluation, and synthesis.

Unit I

Concept of Entrepreneurship and Entrepreneur: Introduction nature of Entrepreneurship, essential features of Entrepreneurship, entrepreneurial qualities and skills, function of entrepreneurs, role of creativity and innovation in entrepreneurship, ethics of entrepreneur.

Different Form of Entrepreneurship: Small business Entrepreneurship, types of ownership, joint stock company, choosing the form of company, franchise, corporate Entrepreneurship, intrapreneurship .

Unit II

Entrepreneurship role in different Environment: Government as the Entrepreneur, Entrepreneurship in Service Industry, The General Agreement on Trade in Service Industries (GATS)

Entrepreneur and Law: Legal Protection, Patents, Designs, Copy right, Intellectual Property Rights, Entrepreneur Competency, Entrepreneur Motivation.

Unit III

Promotion of Venture: Opportunity analysis, SWOT analysis, Internal and External environment analysis, technological Competitiveness, setting up a new Unit- legal requirement.

Financing New Venture: investment decision, financing means and sources, venture capital, government grants

Unit IV

Project Planning and feasibility Studies: Project, project life cycle models, project planning, feasibility studies, Product and process Development, Managing family Business.

UNIT V

Product pricing: objectives, pricing primary factors, basic pricing policies, pricing market based methods, marginal cost in pricing, Break even point, specific strategies, Business

location: location decision, general factor in which business decision, Government agencies for Entrepreneur development.

Recommend Books

1. H.Nandan. 'Fundamental of Entrepreneurship' PHI Learning Private Limited Delhi
2. S.S. Khanka 'Entrepreneurial Development' S. Chand & Son. Publication New Delhi
3. Hisrich, Entrepreneurship, Mc Graw Hill Education.
4. Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and new Venture formation , Prentice Hall of India.

MAM THIRD SEMESTER

Organisational Behaviour

Subject Code 302

Max Marks-100

The course intends to develop among the students an understanding of the socio-psychological aspects of the behaviour and performance of individual organizational members and the role of the organization in influencing the thoughts, feelings and actions of its members.

Unit I

Study of organisational behaviour: introduction, definition, nature of organisational behaviour, individual dimension of organisational behaviour, perception, personality, value and attitude, job satisfaction

Unit II

Learning: theories of learning, application of re-enforcement to shape behaviour, application of learning and organisational behaviour modification

Motivation: Basic Concept & theories of motivation, applications of theories.

Organisational structure and decision making

Unit III

Transactional analysis: introduction, johari window, benefits of transactional analysis

Group Dynamics, Conflict Management, Stress management, Time Management

Unit IV

Leadership: basic Concept and theories of leadership, power and politics in organisation, Job design, Emotional and Spiritual Intelligence

Unit V

Management of Change: Introduction, understanding change, organisational growth as a kind of change, forces of change,

Organisational Culture and Climate: Introduction, Concept of organisational culture, function of organisational culture, level of culture, organisational climate, Mentoring and Counselling

Recommended Text Books

1. Robbins Organization Behaviour Pearson Educationa Asia
2. Luthans Organization Behaviour Tata McGraw Hill
3. Udai Pareek Understanding Origination Oxford Publishing House
4. Avinash K. Chitale, organizational behavior, PHI Learning Private Limited, Delhi

MAM THIRD SEMESTER

Environment Management

Subject Code 303

Max Marks-100

To make the students aware of environmental problems related to Business and Commerce. To inculcate values of Environmental ethics amongst the students. To develop strategies for sustainable development. And to study the environmental impact assessment of industries.

Unit-I

Definition, Scope, of Environment and Ecosystem Environmental studies- applications and importance with respect to society, relationship of environmental studies with other disciplines, concept of ecosystem, Biotic and abiotic components of ecosystem, food chain and food web, ecological pyramids energy flow.

Unit II

Natural resources and biodiversity renewable and non renewable natural resources, natural resources and associated problems, forest resources- use and over exploitation and its effect, water resources- use and over utilization of surface and ground water and its effect, land resources, land degradation, soil erosion and desertification, Mineral resources- use and exploitation, environmental effects of extracting, Biodiversity- introduction, Biological Diversity, value and use of Biodiversity.

Unit III

Environmental pollution, Education and awareness, Environmental pollution – water pollution, Air pollution and noise pollution, environmental movement- Chipko movement, Narmada Bachao andolan, water conservation- tips to save water, rainwater harvesting and watershed management

Unit IV

Energy and environment and global environment issues, solar energy, wind energy, tidal energy, hydro energy and their uses, global environmental issues- Global warming, Acid rain, ozone depletion, environment management accounting, environment ethics, Carbon Credit Method, Carbon footprint

Unit V

Dimension of environment management, sustainable development, agro ecosystem and agro biodiversity, solid waste management, E waste Management, Different Reconciliation Under IPCC, Environment Regulation framework, Indian environment law- the environment protection Act 1986- scope and implication.

Books Recommended:

1. M.M. Sulphery, Introduction to Environment management, PHI Learning private Limited, Delhi
2. Trivedi R.K. & P.K. Goel 'Introduction to air Pollution' Techno- sicece Publication.
3. Wanger K.D. Environment Management W. B. Saunders Co. Philadelphia
4. Y. Anjaneyulu, Introduction to Environmental Science
5. Benny Joseph, Environmental Studies

MAM THIRD SEMESTER

CORPORATE ACCOUNTING

Subject Code 304

Max Marks-100

The objective of this course is to provide an understanding of financial accounting fundamentals for prospective consumers of corporate financial information, such as managers, stockholders, financial analysts, and creditors. The course focuses on understanding how economic events like corporate investments, financing transactions and operating activities are recorded in the three main financial statements

Unit 1

Issue of shares-forfeiture and reissue of forfeited shares- introduction, meaning & Characteristic of company, types of companies, formation of companies, kinds of share capital , types of capital, allotment of shares, forfeiture of shares, surrender of shares, underwriting of shares, Issue and redemption of preference shares and bonus, purchase of business- introduction, accounting entries in the books of Seller

Unit- II

Profits prior to incorporation- introduction, allotment of expenses, Loan capital(issue of Debentures)-introduction, meaning of Debenture, nature & characteristics of Debenture, types of debentures, mode of issue of debentures, purpose of issue of debentures,

Redemption of Debentures- introduction & meaning of Redemption of Debenture, problems at the time of redemption

Unit III

Final Account- meaning of financial statement of companies, meaning of balance sheet, determination of profit for managerial remuneration,

Unit IV

Maximum and minimum limits of managerial remuneration Internal Reconstruction- meaning of reconstruction of company, Objective of reconstruction, kinds of reconstruction.

Unit V

External reconstruction- introduction, meaning and objective of External reconstruction, types of External reconstruction

Recommend books

1. Goyal V.k. Corporate Accounting, PHI learning Pvt. Ltd,
2. Maheshwari S.N., Corporate Accounting, Vikas Publishing House, New Delhi
3. Gupta R.L. Radhaswamy M. , Company Accounts, Sultan Chand & Sons. New Delhi.
4. Mangal Ramesh, Company Accounts Universal publication Agra.

Grading System w.e.f. 2014-15

MAM THIRD SEMESTER INDIAN ETHOS IN MANAGEMENT

Subject Code 305

Max Marks-100

In this course, we will be learning about ethics, characteristics of Indian society, about Indian ethos and its application in Indian Management. We will see the real business application of these cultures and their values and tradition in Management. This course gives a different perspective to Management and business operation. It derives management strategies, operations from culture, tradition and values.

Unit I

An introduction to values, ethics, morals, and religions in the pursuit of managerial effectiveness, values Vs. Skills, values for Indian managers, relevance of values in management

Unit II

Secular Vs. Spiritual values in management: A Comparative profiles of values system of Japan , America, and India, values based holistic concept of management

Unit III

An Indian insight into total quality management, Indian ethos for moral management: the Guna, karma, samskar theories, leadership values from Indian thought, work ethos: doctrine theory of work

Unit IV

Creativity: Brain Storming vs. Brain Stilling, Detached Involvement: work ethics vs. ethics in work, value oriented stress free behavior

Unit V

Model of Management in the Indian Socio-Political Environment; Teaching Ethics; Trans-cultural Human Values in Management Education; Relevance of Values in Management; Need for Values in Global Change - Indian Perspective

Books Recommended :

1. Chakraborty, S.K.: Foundations of Managerial Work· Contributions from Indian Thought, Himalaya Publishing House Delhi
2. Management Effectiveness and Quality of Work-life - Indian Insights, Tata McGraw

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Hill Publishing Company, New Delhi

3. Dave, Nalni V: Vedanta and Management, Deep and Deep Publications.

4 Chakraborty, S.K.: Management by values. Oxford university press.

5.Sherlekar, S.A. Ethics in Management, Himalaya Publishing House.

MAM THIRD SEMESTER

BUSINESS LAW

Subject Code 306

Max Marks-100

Unit –I

The Indian Contract Act, 1872 Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Breach, Damages for breach of a contract, Quasi contracts.

Unit –II

The Indian Partnership Act, 1932 Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms. Limited Liability Partnership Act, 2000 Incorporation by registration, Relationship of members, members as agents, ex- members, designated members, Cessation of trade by Limited liability partnership, Insolvency and winding up

Unit –III

The Sale of Goods Act, 1930 Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach. The Negotiable Instrument Act, 1881 Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Bouncing of Cheques.

Unit –IV

The Companies Act, 1956 Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up. The Consumer Protection Act, 1986 Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under this act, remedies, appeals, enforcement of orders and penalties

Unit –V

The Information Technology Act, 2000 Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Duties of Subscribers, Penalties and Offences. The Right to Information Act, 2005 Right to know, Salient features of the Act,

Grading System w.e.f. 2014-15

obligation of public Authority, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, Information commissions, powers of Information Commissions, Appellate Authorities, Penalties, Jurisdiction of courts.

Suggested Books

1. Kuchhal M.C. Business Law Vikas Publication
2. Avtar Singh, Principles and Mercantile Law, Eastern Book Company.
3. N.D. Kapoor & Rajni Abbi General Law and Procedure, Sultan Chand & Sons New Delhi