

MAM FIRST SEMESTER

PRINCIPLE OF MANAGEMENT

Subject code- 101

Max Marks- 100

Course Objectives:

To Help The Student to Acquire The Knowledge in Concepts and Theory of Principles of Management.

Unit-I

Management Concept: Evolution of Management Thought , Contribution of Robert Owen, F.W. Taylor, Henry Fayol etc. Classical theories, Neo Classical Theories,

Unit-II

,Importance of Management, Characteristics of Management, Process of Management, Functions of Management, Principles of Management, , Levels of Management,

Unit-III

Decision Making: Introduction and Definition, Types of Decisions, Techniques of Decision Making, Decision making under certainty, Decision making under uncertainty, Decision Making under risk.

Unit-IV

Leadership styles, leadership theories, motivation and motivation theories.

Unit-V

Controlling, Need and Importance of Controlling , process of controlling , control techniques.

ReferenceBooks:

1. Peter Drucker, Harper and Row: The Practice of Management.
2. Koontz: Essentials of Management, PHI Learning.
3. T. N. Chhabra: Principle and Practice of Management, Dhanpat Rai, New Delhi.
4. Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons.
5. Partho s. Sengupta : Principle and Practice of Management .
6. Robin .S.P. and Decenzo David A . : Fundamentals of Management (Pearson Edu. 6th edition)

MAM FIRST SEMESTER

ACCOUNTANCY

Subject code- 102

Max Marks- 100

Course Objectives:

The Objective of This Course is to Familiarize The Students With Basic Concepts & Methods in Accounting as a Practical Subject in business Management.

Unit – I

Accounting : Meaning , Scope, Objectives & Relationship With other Functional Areas, Book Keeping & Accounting, Limitation of Accounting .

Unit – II

Conceptual Framework: Accounting Principles, Accounting Concepts, Accounting Conventions Systems of Books Keeping, Double Entry System of Books Keeping , Accounting Policies .

Unit – III

Depreciation : Concept, Causes , Need , Methods of Providing Depreciation on Different Assets and Depreciation Policy, Methods of Changing Depreciation (WDV & SLM).

Unit – IV

Final Accounts: Manufacturing Account, Trading Account, Profit & loss Account, Balance Sheet and Adjustments, Trial Balance.

Unit – V

Bank Reconciliation Statement : Objective, Importance & Techniques.

Reference Books :

1. T.S. Grewal : Double Entry Book Keeping/Accounting Principles
2. R.L. & Gupta : Advanced Accountancy ; Sultan Chand & Sons - New Delhi. 2
3. Jain & Narang : Elements of Accounting; Kalyani *Publishers* - New Delhi. 3.
4. S.N. Maheshwari : Fundamentals of Accounting .(Vikas Publication)
5. Shukla Grewal & Gputa : Advanced Account ; S. Chand & Co. Ltd., New Delhi,
6. Ghosh T P - Accounting and Finance for Managers (Taxman, 1st Edition).
7. Chowdhary Anil - Fundamentals of Accounting and Financial Analysis (Pearson Education, 1st Edition).
8. R.C. Shekhar & A.V. Rajgopalan: Management Accounting . (Oxford publication)

MAM FIRST SEMESTER

BUSINESS COMMUNICATION -I

Subject code- 103

Max Marks- 100

Unit – I Mechanics of Grammar

Grammar usage and mechanics, parts of speech, tenses, active and passive voice, articles, punctuation, degrees of comparison, synonyms and antonyms, subject-verb agreement, developing sentences, types of sentences, common errors in English.

Unit – 2 Reading Skills

Reading Comprehension (Reading Prose: Text to be selected by the teacher), Precis writing, Summarizing.

Unit – 3 Listening Skills

Introduction, listening and hearing, listening – two way communication, types of listening, process of listening, barriers to effective listening, essentials of good listening.

Unit – 4 Speaking Skills

Phonetics symbols, phonetics in transcription, pronunciation, interactive communication-greetings, introducing self, business conversations and dialogues.

Unit – 5 Writing Skills

Making a paragraph, principles of effective paragraph writing, letters formal and informal, note taking and note making, advertisement, essay writing.

Books recommended :

1. Business English : writing for global work place-Dona J Young (Tata Mcgraw Hill)
2. Philip Carr- English Phonetics And Phonology : An Introduction.
3. Murphy Herta & Peck Charries – Effective Business Communication (Tata Mcgraw Hill)
4. Spoken English : a guide to English conversation practice – MC Sreevalsal (Vikas Publication)
5. Improve your writing – VnaroKa & Laxmi Chandra (Oxford University Press)
6. Communication Skills-Anuradha Muralikrishna & Sunita Mishra (Pearson Publication)
7. English Grammar & Composition –Wren & Martin (S Chand Publication)

MAM FIRST SEMESTER

BUSINESS MATHEMATICS

Subject code- 104

Max Marks- 100

Course Objective: To understand applications of mathematics in business and understand useful functions in business and economics.

Unit-I

Ratio-profit ratio, sacrifice ratio and gain ratio , Percentage – Application of percentage in calculating cost and invoice piece, Manager's commission, Discount, Commission and Brokerage , Average, Profit and loss.

Unit-II

Calculus (problems and theorems involving trigonometrically ratios are not to be done) :- Elementary differentiation –partial derivative up to second order ; Homogeneity of functions ; Maxima and Minima ; cases of one variable Euler's theorem.

Unit-III

Elementary Matrices and Determinations; Definition of a matrices, Types of matrices, Algebra of matrices , Elementary properties of determinants ; Calculation of values of determinants up to second order , Homogeneous linear system of equations:- Condition for Uniqueness for the homogeneous system, solution of non homogeneous system of linear equations (not more than three variables), condition for existence and uniqueness of solution, solution using inverse of the coefficient matrix.

Unit-IV

Logarithms; Linear Programming , Graphical method of solution ; Problems relating to two variables including the case of mixed constraints, Simplex method – Solution of problems up to Two variables.

Unit-V

Simplex & Compound Interest and Annuities – different types of interest rates; concept of present values and amount of a sum types of annuities; present value and amount of an annuity including the cases of continuous compounding ; problems relating to sinking fund , stock exchange , Shares and Dividend.

Reference Books:

- Mathematics for Business – Raghava Chary ; Tata McGraw Hill, 2006.
- Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
- Business Mathematics by Dr. S.M. Shukla & Shukla ; Sahitya Bhawan Publications.

MAM FIRST SEMESTER

COMPUTER APPLICATION IN MANAGEMENT

Subject code- 105

Max Marks- 100

Course Objective:

To introduce the concepts of information technology and their application in management decision making.

Course Contents :

Unit – I Computer System Concepts and Characteristics, Basic Components of Computer System , Types of Computers, I/O devices, storage devices computer languages –Machine languages, assembly language, high level languages, general concepts of Object Oriented Programming.

Unit – II Software – Types of Software – System Software, compiler, interpreter, Operating System – Definition, functions and types, Management of files, process and memory.

Unit – III Application Software – Word Processing, Spread Sheet, Presentation Graphics and DTP.

Unit – IV DBMS – Introduction, Purpose of DBMS, Views of Data, Data Models, Architecture of Data base System, Data Independence, Data Dictionary, DBA, Keys, Type of Data Base Languages.

Unit – V Network Technologies – Introduction, goal, ISO – OSI Model, TCP/IP Model, LAN, WAN, MAN, Components of LAN, Components of LAN , Internet – Evolution , Email, www, Viruses, Antivirus, Anti spywares, firewall.

MAM FIRST SEMESTER

BUSINESS ORGANISATION

Subject Code : 106

Max marks : 100

Credits 4

Unit – I Meaning of terms: Business, Industry, Commerce, Profession, Vocation

Characteristics , Formation , and merits and demerits of the following terms: Sole Proprietorship, Partnership, Joint Stock Company, Co – Operative Society, Public Enterprise , Non Govt. Organization .,Conversion one form into another wherever feasible

Unit – II Ownership Organization decision choice of form of organization the initial choice , Problem of expansion

Unit – III Business and its Environment , Social Responsibilities of business & public relations , Business & its environment , Objectives of business , Social Responsibility of a business firm , Corporate image

Unit – IV Rationalization & Automation (Business term, Industry & Technological change)

Rationalization, Automation, Benefits of Rationalization, Objections to Rationalization

Unit – V Business Combination & Monopoly Causes of Combinations, Types of Combination, Forms of Combination , Economics of Combination

BOOKS:

1. Fundamentals of Business Organisation and Management – Y.K. Bhushan ; Sultan Chand, 1965
2. Management & Organisation by C.B. Gupta ; S Chand Limited.