

# **RAJASTHAN TECHNICAL UNIVERSITY**



**COMPLETE I & II SEMSTERS SYLLABUS**

**FOR**

**MASTER OF APPLIED MANAGEMENT  
(MAM)**

**2013-2015**

**RAJASTHAN TECHNICAL UNIVERSITY**

<b>First Semester BM</b>					<b>Marks</b>		
<b>Code No.</b>	<b>Name of Subject</b>	<b>Number of Hours/ week</b>			<b>Internal/ Minimum Pass Marks</b>	<b>External/ Minimum Pass Marks</b>	<b>Total</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Laboratory (P)</b>			
BM-101	Communicative English	4	1	0	30/12	70/28	100
BM-102	Society and Culture	4	1	0	30/12	70/28	100
BM-103	Elementary Mathematics & Statistics-1	4	1	0	30/12	70/28	100
BM-104	Introductory Psychology	4	1	0	30/12	70/28	100
BM-105	Computer Applications	4	1	0	30/12	70/28	100
BM-106	ICT Lab - 1	0	0	2	60/30	40/20	100
BM-107	Communication Lab	0	0	2	60/30	40/20	100
	<b>Total</b>	<b>20</b>	<b>5</b>	<b>4</b>	<b>270</b>	<b>430</b>	<b>700</b>

<b>Second Semester BM</b>					<b>Marks</b>		
<b>Code No.</b>	<b>Name of Subject</b>	<b>Number of Hours/ week</b>			<b>Internal/ Minimum Pass Marks</b>	<b>External/ Minimum Pass Marks</b>	<b>Total</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Laboratory (P)</b>			
BM-201	Micro Economics	4	1	0	30/12	70/28	100
BM-202	Foreign language (Spanish/French)	4	1	0	30/12	70/28	100
BM-203	Business Mathematics & Statistics-2	4	1	0	30/12	70/28	100
BM-204	Financial Accounting	4	1	0	30/12	70/28	100
BM-205	Environment management	4	1	0	30/12	70/28	100
BM-206	Foreign Language Lab	0	0	2	60/30	40/20	100
BM-207	Accounting Lab	0	0	2	60/30	40/20	100
	<b>Total</b>	<b>20</b>	<b>5</b>	<b>4</b>	<b>270</b>	<b>430</b>	<b>700</b>

## Semester-I

<b>Course Code: BM-101</b>		<b>Course Name:</b> Communicative English
<b>Course Credit:</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time:</b>		
<b>Aims and Objectives</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Grammar</b> 1. Tenses 2. Passive Voice 3. Indirect Speech 4. Conditional Sentences 5. Modal Verbs	<b>10</b>
<b>II</b>	<b>Composition</b> 1. Dialogue Writing 2. Paragraph and Precis Writing 3. Report, its importance and Report Writing	<b>10</b>
<b>III</b>	<b>Short Stories</b> 1. The Luncheon: W.S. Maugham 2. How Much Land Does a Man Need?: Leo Tolstoy 3. The Last Leaf: O. Henry	<b>10</b>
<b>IV</b>	<b>Essays and Contemporary issues</b> 1. On the Rule of the Road: A. G. Gardiner 2. The Gandhian Outlook: S. Radhakrishnan 3. Our Own Civilisation: C.E.M. Joad 4. Two (one of General issue of national importance and second important national economic issue) Contemporary issues to be read and analyzed from English National News paper (Economic and Financial) and Business Magazines	<b>10</b>
<b>V</b>	<b>Composition</b> Resume writing Business letter writing: sales, credit enquiry, order, claim. e-mail manners Telephone etiquettes.	<b>10</b>
<b>References:</b>	<b>Suggested readings:</b> <ul style="list-style-type: none"> <li>Communication Skills for Engineers and Scientists, Sangeeta Sharma &amp; Binod Mishra, PHI Learning Pvt. Ltd.</li> <li>English for Engineers: Made Easy, Aeda Abidi &amp; Ritu Chaudhary, Cengage Learning, (New Delhi)</li> <li>A Practical Course for Developing Writing Skills in English, J.K. Gangal, PHI Learning Pvt. Ltd., New Delhi.</li> <li>Intermediate Grammar, Usage and Composition, Tickoo, A. E. Subramaniam &amp; P. R. Subramaniam, Orient Longman (New Delhi)</li> <li>The Written Word , Vandana R. Singh, Oxford University Press (New Delhi)</li> <li>The Great Short Stories edited by D.C. Datta, Ram Narain Lal Publishers (Allahabad)</li> <li>Professional Communication, Kavita Tyagi &amp; Padma Misra, PHI Learning Pvt. Ltd., New Delhi.</li> <li>"Learn Correct English: Grammar, Usage and Composition" by Shiv K. Kumar &amp; Hemalatha Nagarajan, Pearson (New Delhi).</li> <li>"Current English Grammar and Usage with Composition" by R.P. Sinha, Oxford University</li> </ul>	

	<p>Press (New Delhi).</p> <ul style="list-style-type: none"><li>• "Grammar of the Modern English Language", by Sukhdev Singh &amp; Balbir Singh, Foundation Books (New Delhi).</li></ul>
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<b>Course Code: BM-102</b>		<b>Course Name:</b> Society and Culture
<b>Course Credit: 4.0</b>		
<b>Total No. of Lectures Allocated: 50</b>		
<b>Time: 5 Lecture hours per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To make the students develop an insight about the various aspects of Indian Society and Culture</li> <li>To study the changes in the society and culture</li> </ul>	
<b>Unit</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Demographic Profile and Indian Society:</b> Demographic Profile: characteristics of Indian population, population growth, age, gender, religion, language and occupation. Indian Society: society and its types, features of tribal society, agrarian society and industrial society	<b>10</b>
<b>II</b>	<b>Social Stratification and Change:</b> Social stratification: caste system, class system, communities, ethnic groups, weaker section and minorities. Social change: concept, social evolution, social progress, theories of social change, types and causes of social change	<b>10</b>
<b>III</b>	<b>Indian Culture, Socialization and Women Status:</b> Indian Culture: features, characteristics and diversity, differences with western culture, Human Values, Values in Work Life, Value Crisis in Contemporary Indian Society Socialization: Components of culture, values, norms, beliefs, culture shock, ethnocentrism and xenophobia, agents of socialization, conformity and deviance. Current status of women in various ages (Vedic, Post Vedic, Medieval, Modern and Independent India), Women Empowerment	<b>10</b>
<b>IV</b>	<b>Indian Polity:</b> Preamble, Features of Indian Constitution, Citizenship, fundamental rights/directives, Institutions of Democracy	<b>10</b>
<b>V</b>	<b>Contribution of Thinkers:</b> August Compete, Emily Durkheim, Herbert Spencer, Karl Marx, Max Weber, Mahatma Gandhi, Dr. Ambedkar and Yogendra Singh	<b>10</b>
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>Das Veena, 'Handbook of Indian Sociology', Oxford India, 2004</li> <li>Rao Shankar N. C., 'Sociology of Indian Society', Sultan Chand, 2006</li> <li>Hussain Abid Sayed, 'The National Culture of India', National book Trust, India, 2008</li> <li>Simon David, 'Fifty Key Thinkers on Development', MPG BooksLtd Bodmin</li> </ul>	

<b>Course Code: BM-103</b>		<b>Course Name:</b> Elementary Mathematics & Statistics-1.
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To introduce students to the elements of business mathematics to enhance their problem-solving and decision-making abilities in different areas of business.</li> </ul>	
<b>Unit</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Arithmetic</b> Number System-Natural numbers, Integers, Rational and Real numbers. Fundamental operations addition, subtraction, multiplication, division, Square roots, Decimal fractions.  Elementary Number Theory- Division algorithm. Prime and composite numbers. Tests of divisibility by 2,3,4,5,9 and 11. Euclidean algorithm, Logarithms to base 10, laws of logarithms, use of logarithmic tables.  Time and distance, percentages, profit and loss, ratio and proportion.	<b>08</b>
<b>II</b>	<b>Algebra</b> Multiples and factors. Factorisation Theorem. H.C.F. and L.C.M. . Theory of polynomials, solutions of quadratic equations, relation between its roots and coefficients (Only real roots to be considered). Simultaneous linear equations in two unknowns-analytical and graphical solutions. Simultaneous linear equations in two variables and their solutions.	<b>12</b>
<b>III</b>	<b>Matrix &amp; Determinants</b> Definition of a Matrix, Types of Matrices, Equality, Addition, Subtraction of Matrices, Scalar Multiplication of a Matrix, Multiplication of two Matrices , Transpose of a Matrix, Orthogonal Matrix, Ad joint of a Matrix, Inverse of a Matrix, Solution of linear equations in two and three variables using inverse Matrix. Definition of determinants, Basic properties of determinants, Solutions of linear equations in two and three variables using Cramer's formula.	<b>10</b>
<b>IV</b>	<b>Interest</b> Calculation of Simple Interest, Compound interest ( reducing balance & Flat rate of interest), Difference between SI and CI	<b>10</b>
<b>V</b>	<b>Introduction to Statistics</b> Statistics: Meaning and scope, limitations and applications. Data classification, tabulation and presentation: meaning and types of classification. Construction of frequency distribution, Relative and Cumulative frequency distribution. Concept of Inclusive and Exclusive series.	<b>10</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>Dorofeev G., Potapov M., Rozov N., Elementary Mathematics, G.K. Publications Pvt. Ltd., 2012.</li> <li>Rich Barnett and Schmidt Philip, Schaum's Outline of Review of Elementary Mathematics, 2nd Edition, McGraw Hill, 2011.</li> <li>Sharma J.K., Business Statistics, Second Edition, Pearson, 2013.</li> <li>Anderson, Sweeny and Williams, Statistics for Business and Economics, Eleventh Edition, South Western Publishers, 2012.</li> <li>Gupta A., Business Statistics, Vayu Education of India, 2012</li> <li>Burton David M., Elementary Number Theory, Seventh Edition, Tata Mcgraw Hill Education, 2010.</li> <li>Amir D. Aczel, <a href="#">Jayavel Sounderpandian</a>, <a href="#">Palanisamy Saravanan</a>, <a href="#">Rohit Joshi</a>, Complete Business Statistics, Seventh Edition, Tata Mcgraw Hill, 2012.</li> </ul>	

	<ul style="list-style-type: none"><li>• Vohra N.D., Business Statistics, First Edition, Tata Mcgraw Hill Education, 2012.</li><li>• Dudley Underwood, Elementary Number Theory, Second Edition, Dover Publications, 2008.</li></ul>
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<b>Course Code: BM-104</b>		<b>Course Name:</b> Introductory Psychology
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To become aware of the major psychological approaches to the study of behavior.</li> <li>To become aware of the major aspects of behavior investigated by psychologists.</li> </ul>	
<b>Unit</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Introduction to Psychology</b> Introduction to Psychology as a discipline and as a career, Psychology's goals and approaches like learning about Autism	<b>10</b>
<b>II</b>	<b>Determinants of Individual Behaviour</b>	<b>10</b>
<b>III</b>	<b>Learning about Brain/Behavior Relationships</b> Right Brain/Left Brain Differences, Sensations, Perceiving the World, Conditioned Fears & Learned Body Reactions, Learning Theories, Reinforcement v/s Learning	<b>10</b>
<b>IV</b>	<b>Personality Development</b> Cognitive Development, Freud's Theory of Psychosexual Development & Personality, Humanistic Psychology and Self; Personality Trait Theories	<b>10</b>
<b>V</b>	<b>Introduction to psychological disorders &amp; Curative mechanism</b> Anxiety disorders, mood disorders, Schizophrenia	<b>10</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>Angell, J.R. (1904). Psychology: An introductory study of the Structure and Function of human consciousness. New York: Holt.</li> <li>Baldwin, J.M. (1891). Handbook of Psychology: Feeling and Will. New York: Holt.</li> <li>Clifford T.Morgan (2004): A brief introduction to psychology, Jain Book Agency</li> </ul>	



<b>Course Code: BM-105</b>		<b>Course Name:</b> Computer Applications
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>	This course is designed to make the students of management familiar with the applications of computers. This paper shall prepare students to learn and acquire necessary computer skills required for day to day office application.	
<b>Unit</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Introduction to Computer System</b> Definition, Advantages, Disadvantages, Characteristics, Applications, History of Computers, Technical and Commercial Classification of Computer, Model of Computer System.	<b>6</b>
<b>II</b>	<b>Basics of Computer Organization</b> Hardware: Input and Output Devices, Memory, CPU Software: Application Software, System Software, Operating System and its types, Languages	<b>10</b>
<b>III</b>	<b>Telecommunication Concepts</b> Data Communication, Computer Networking-LAN, MAN, WAN, Topologies, Internet, Intranet, Extranet, WWW, OSI Model, TCP/IP Model.	<b>08</b>
<b>IV</b>	<b>Office Tools</b> Introduction to Word, Spreadsheets, Presentation Software, Desktop Publisher Software.	<b>12</b>
<b>V</b>	<b>Introduction to Database Concepts</b> Introduction to DBMS and MicroSoft Access	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested readings:</b>	
	<ul style="list-style-type: none"> <li>• Fundamentals of Computers, V Rajaraman, Prentice-Hall of India, 2004.</li> <li>• Fundamentals of Information Technology, Alexis Leon, Vikas Publishing House, 2008.</li> <li>• Computer Applications in Management, Jain, Bhargava, Arora, RBD Professional Publication, 2012</li> <li>• Using Information Technology, Brian Williams, McGraw-Hill, 2010</li> <li>• Elementary Data Analysis Using Microsoft Excel, Anita M Meehan, C. Bruce Warner, McGraw-Hill, 2007.</li> </ul>	

## **BM-106: INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) – 1 LAB**

<b>Course/Paper : BM-106</b>	<b>MAM Semester-I</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

This Lab work is designed to make the students of management familiar with the basic concept of various computer applications.

Lab Sessions related to

- MS Word
- Developing business presentation with MS-PowerPoint
- MS Access
- MS Project

Students are expected to perform following functions using MS Excel

- Draw all types of Diagrams and Graphs
- Construction of one way and two way tables
- Arithmetic Mean
- Geometric Mean
- Harmonic Mean
- Median, Mode
- Quartiles, Deciles, Percentiles
- Minimum, Maximum, Range
- Quartile Deviation, Mean Deviation, Standard Deviation, Variance,

## BM-107: COMMUNICATION LAB

<b>Course/Paper : M-107</b>	<b>MAM Semester-I</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### Objective:

This Lab is designed to make the students of management familiar with the basic fundamentals and importance of communication for managers. This laboratory shall prepare students to learn and acquire necessary communication skills for transacting business and management activities.

### Sessions and Assignments during lab

Reading- Intensive reading, Predicting content, Interpretation, Inference from text, Inferential information, Implication, Critical Interpretation, Reading brief notices, advertisements, editorial of news papers.

Listening- Listening to lectures, seminars, workshops, News in BBC, CNN TV channels, Writing a brief summary or answering questions on the material listened.

Speaking- Pronunciation, stress and intonation, Oral presentation on a topic, Group discussion, Accepting others" views / ideas, Arguing against others" views or **ideas**, Interrupting others" talk, Addressing higher officials, colleagues, subordinates, a public gathering, a video conferencing

- Demonstrate the effect of noise as a barrier to communication
- Make students enact and analyze the non-verbal cues
- Give exercises for clarity and conciseness in written communication.
- Group Activity: Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested)
- A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis. Demonstrate using Communication Equipments like Fax, Telex, Intercoms, etc,
- Demonstrating Video conferencing & teleconferencing in the class.
- Business etiquettes to be demonstrated in role play by students
- Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty
- An initiation with argument of Group Discussion on any topic.
- Preparation of different types of reports.
- A letter writing practice and Preparation of a case.

## Semester – II

<b>Course Code: BM-201</b>		<b>Course Name:</b> Micro Economics
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>		<ul style="list-style-type: none"> <li>• To enable the students to understand the micro economic concepts relevant for business decisions</li> <li>• To help the students to understand the application of economic principles in business management</li> </ul>
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
I	<b>Introduction</b> Introduction to Micro Economics: Importance and Limitations of Micro Economics. Fundamental Concepts: Cardinal theory of utility, Marginal utility, Diminishing marginal utility, Equi-marginal utility.	<b>06</b>
II	<b>Demand and Supply Analysis</b> Meaning of Demand and Determinants of Demand – Demand Function, Individual and market demand curve, Law of Demand, Expansion/ Contraction and Increase/ Decrease in Demand curves, Exceptions to the Law of Demand, Elasticity of Demand: Types and Usefulness, Ordinal theory of utility and Indifference curve analysis, Consumer Equilibrium, Demand estimation and demand forecasting, Consumer Surplus, Supply analysis- Supply function, Law of supply, Factors affecting supply, Producer's Surplus.	<b>14</b>
III	<b>Cost analysis</b> Cost Concepts - Meaning and types of Costs, Short Run Cost Analysis - Fixed, Variable, Total Cost Curves, Average and Marginal Costs, Long Run Cost Analysis - Economies and Diseconomies of Scale, Long Run Average and Marginal Cost Curves	<b>09</b>
IV	<b>Revenue Analysis</b> Revenue: Meaning and Concepts of TR, AR, MR, Relationship between TR, AR and MR curves, Production Function- Meaning, Law of variable Proportions, Returns to scale.	<b>14</b>
V	<b>Introduction to Market Structure</b> Market Structure: Types, characteristics	<b>07</b>
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>• Microeconomics by Pindyck, Robert S and Rubinfeld, Daniel L, PHI pvt ltd.</li> <li>• Micro Economic Theory by M L Jhingan, Vrinda Publication.</li> <li>• Managerial Economics by D N Dwivedi, Vikas Publishing House</li> <li>• Macroeconomics by Rudiger Dornbusch, Stanely Fischer, and Richard Startz, Ninth edition, McGraw-Hill, 2004</li> <li>• Macroeconomics for Management Students by A Nag, Macmillan Publishers India Ltd.</li> <li>• Managerial Economics: Theory and Applications by D M Mithani</li> <li>• Indian Economy by S K Mishra, Himalaya publishing house</li> </ul>	

<b>Course Code: BM-202</b>		<b>Course Name:</b> Foreign Language (French)
<b>Course Credit: 4.0</b>		
<b>Total Number of Lectures Allocated: 50</b>		
<b>Time: 5 Lecture Hours/Week</b>		
<b>Aims and Objectives</b>	The objective of this subject is to acquaint the students with the working knowledge of the foreign language to utilize in international business.	
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Grammar:</b> greetings; indefinite articles; definite articles; the partitive article; two forms of the contracted article ('a" & "de" forms) <b>Comprehension and paragraph writing:</b> reading of the stories. <b>Listening and Speaking Skills:</b> activities: making acquaintances	10
<b>II</b>	<b>Grammar:</b> introduction to French verb system (present conjugations of the regular 1st. group verbs and of the irregular be, have & go verbs <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills</b> inviting and replying to an invitation.	11
<b>III</b>	<b>Grammar:</b> verb system ( some major verbs of the regular 2 <sup>nd</sup> group & the irregular 3 <sup>rd</sup> group); demonstrative, qualifying & possessive adjectives; interrogation; negation; <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills</b> activities : describing people; requesting & giving orders.	10
<b>IV</b>	<b>Grammar</b> contracted articles ('a" & "de" forms), prepositions & adverbs of space and quantity; gender & number of nouns and adjectives; position of adjectives. <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills:</b> evaluating & appreciating; thanking & congratulating.	10
<b>V</b>	<b>Grammar:</b> imperative mood; emphatic pronouns; pronominal verbs; <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills</b> activities: explaining; justifying; complaining.	09
<b>References:</b>	<b>Suggested readings:</b>	
	<ul style="list-style-type: none"> <li>• Le nouveau sans frontieres level- I (methode de francais – published by CLE international Paris, 1998, Indian edition.</li> <li>• Le nouveau sans frontieres – workbook vol-1</li> <li>• Four audiocassettes accompanying the written material</li> <li>• Larousse compact dictionary : Fre-&gt;Eng./Eng.-&gt;Fre</li> <li>• Conjugaison – Le Robert &amp; Nathan</li> <li>• Larousse grammaire francaise</li> <li>• Grammaire collection "Le Nouvel Entraenez-Vous", level debutant.</li> </ul>	

<b>Course Code: BM-202</b>		<b>Course Name:</b> Foreign Language (Spanish)
<b>Course Credit: 4.0</b>		
<b>Total Number of Lectures Allocated: 50</b>		
<b>Time: 5 Lecture Hours/Week</b>		
<b>Aims and Objectives</b>	The objective of this subject is to acquaint the students with the working knowledge of the foreign language to utilize in international business.	
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Grammar:</b> greetings; indefinite articles; definite articles; the partitive article; two forms of the contracted article ('a" & "de" forms) <b>Comprehension and paragraph writing:</b> reading of the stories. <b>Listening and Speaking Skills:</b> activities: making acquaintances	10
<b>II</b>	<b>Grammar:</b> introduction to Spanish verb system (present conjugations of the regular 1st. group verbs and of the irregular be, have & go verbs <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills</b> inviting and replying to an invitation.	11
<b>III</b>	<b>Grammar:</b> verb system ( some major verbs of the regular 2 <sup>nd</sup> group & the irregular 3 <sup>rd</sup> group); demonstrative, qualifying & possessive adjectives; interrogation; negation; <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills</b> activities : describing people; requesting & giving orders.	10
<b>IV</b>	<b>Grammar</b> contracted articles ('a" & "de" forms), prepositions & adverbs of space and quantity; gender & number of nouns and adjectives; position of adjectives. <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills:</b> evaluating & appreciating; thanking & congratulating.	10
<b>V</b>	<b>Grammar:</b> imperative mood; emphatic pronouns; pronominal verbs; <b>Comprehension and paragraph writing</b> reading of the stories. <b>Listening and Speaking Skills</b> activities: explaining; justifying; complaining.	09
<b>References:</b>	<b>Suggested readings:</b>	
	<ul style="list-style-type: none"> <li>• Le nouveau sans frontières – workbook vol-1</li> <li>• Four audiocassettes accompanying the written material</li> <li>• Larousse compact dictionary : Spa-&gt;Eng./Eng.-&gt;Spa</li> <li>• Conjugaison – Le Robert &amp; Nathan</li> <li>• Grammaire collection "Le Nouvel Entraînez-Vous", level debutant.</li> </ul>	

<b>Course Code: BM- 203</b>		<b>Course Name:</b> Business Mathematics & Statistics-2
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To acquaint with the use of mathematical analysis techniques in decision making.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Set Theory &amp; Logarithm</b> Sets, Subsets, Equality of two sets, Null set, Universal set, Complement of a set, Union and intersection of sets. Difference of two sets, Venn diagram Logarithms: Law of operation, Log tables.	<b>10</b>
<b>II</b>	<b>Arithmetic and Geometric Progression</b> Arithmetic and Geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers	<b>10</b>
<b>III</b>	<b>Permutation and Combination:</b> Meaning and Properties of Permutation, Permutation of n-different things, Permutation of similar things, permutation when things are repeated, Restricted Permutation, Meaning and properties of Combination, Restricted Combination	<b>10</b>
<b>IV</b>	<b>Probability</b> Theory, Basic concepts, binomial distribution.	<b>10</b>
<b>V</b>	<b>Statistics</b> <b>Graphical and Diagrammatic Representation:</b> Construction of Histogram, Frequency Polygon and Pie Chart. <b>Measures of Central Tendency</b> Meaning and objectives of measures of central tendency, Requirements of Good Measures of Central Tendency. Arithmetic mean, median, mode, geometric mean, harmonic mean, quartiles, deciles and percentiles.	<b>10</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>Dikshit, Amarnath &amp; Jain, Jinendra Kumar, 'Business Mathematics', Himalaya Publishing House Pvt Ltd., Mumbai, 2011</li> <li>Sancheti, D.C., Kapoor , V. K., 'Business Mathematics' Sultan chand &amp; sons, Delhi, 2002</li> <li>Patri D, Patri D N, 'Business Mathematics', Kalyani publisher, 2005</li> <li>Raghavachari, M.; 'Mathematics for Management', Tata McGraw Hill, 2004.</li> </ul>	

<b>Course Code: BM-204</b>		<b>Course Name:</b> Financial Accounting
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>		<ul style="list-style-type: none"> <li>• To familiarize the students with the preparation &amp; calculation of financial accounts.</li> <li>• To develop an understanding of accounting data which helps in managerial decision making.</li> </ul>
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Introduction to Financial Accounting</b> Accounting as an information system, Nature and Purpose of Financial Accounting, Generally Accepted Accounting Principles (GAAP) – conventions and concepts, Users of accounting statements.	<b>07</b>
<b>II</b>	<b>Preparation of Books of Original Records</b> Journal Entries, Subsidiary Books – Preparation of Purchase Book, Sales Book, Purchase Return Book, Sales Return Book and Cash Book. Preparing Ledger – Balancing of ledger accounts, concept of debit balance and credit balance. Trial Balance – meaning, objectives and preparation of trial balance by balance method. Meaning of Provision and Reserve.	<b>11</b>
<b>III</b>	<b>Preparation of Final Accounts</b> Preparation of Trading and Profit & Loss Account, Difference between Gross Profit and Net Profit. Balance Sheet – Liquidity form and Permanency form. Preparation of Final Accounts of sole proprietor (with basic adjustments only).	<b>12</b>
<b>IV</b>	<b>Fund Flow Analysis</b> Meaning and Importance of Fund Flow Analysis. Preparation of Statement of Changes in Working Capital, Funds from Operations and Fund Flow Statement.	<b>10</b>
<b>V</b>	<b>Introduction to Cost Accounting</b> Introduction, Costing and Cost Accounting. Objectives of Costing, Cost Centre and Cost Unit. Elements of Cost, Classification of Costs. Difference between allocation and apportionment, methods of costing, techniques of costing. Importance and limitations of cost accounting.	<b>10</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>• Maheshwari S.N., Suneel K Maheshwari and Sharad K Maheshwari, Financial Accounting, Fifth Edition, Vikas Publishing House Pvt. Ltd., 2012.</li> <li>• Agarwal Bhavna, Financial Accounting, Mohit Books International, 2012.</li> <li>• Maheshwari P. Rajendra, Satish C. Bhatia, Renu Gupta, Financial Accounting, First Edition, International Book House, 2012.</li> <li>• Paul D. Kimmel, J.Jerry , Weygandt, E.Donald, Kieso ,Financial Accounting : Tools for Business Decision Making ,Wiley Publication, 2008.</li> <li>• Kaur Jasmine, Financial Accounting, Taxmann Allied Services Pvt. Ltd., 2011.</li> <li>• Narayanaswamy R., Financial Accounting: A Managerial Perspective, Fourth Edition, PHI Learning Private Limited, 2011.</li> <li>• Anthony, Hawkins, Merchant, Accounting, Text and Cases, Tata McGraw Hill Publication, 12<sup>th</sup> Edition, 2006.</li> <li>• Ramachandran &amp; Kakani, Financial Accounting for Management, Tata McGraw Hill, Third Edition, 2011.</li> </ul>	



<b>Course Code: BM-205</b>		<b>Course Name:</b> Environment Management
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 5 lecture hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>The objective of the course is to develop a clear understanding of environmental concerns and sustainable development practices.</li> <li>The aim is to develop an interdisciplinary global understanding of ecological and environmental problems among learners.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Definition, Scope of Environment and Ecosystem</b> Environmental Studies –applications & 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	<b>10</b>
<b>II</b>	<b>Natural Resources and Biodiversity</b> Renewable and non renewable natural resources, Natural resources and associated problems, Forest Resources- Use and over-exploitation, deforestation and its effects, Water Resources- Use and over-utilization of surface and ground water and its effects, Land Resources, Land degradation, Soil erosion and desertification, Mineral resources- Use and exploitation, environmental effects of extracting , Biodiversity-Introduction, Values and Threats.	<b>10</b>
<b>III</b>	<b>Environmental Pollution, Education and Awareness</b> Environmental Pollution-Water Pollution, Air Pollution and Noise Pollution, Environmental Movements- Chipko movement, Appikko movement, Narmada Bachao Aandolan, Water conservation- Tips to save water, Rainwater harvesting and Watershed management	<b>10</b>
<b>IV</b>	<b>Energy and Environment &amp; Global Environmental Issues</b> Solar Energy, Wind Energy, Tidal Energy, Hydro Power and their uses, Global Environment Issues-Global warming, Acid Rain and Ozone Depletion.	<b>10</b>
<b>V</b>	<b>Environment Regulatory Framework</b> Indian Environmental Law- The Environment Protection Act 1986- scope and implications	<b>10</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Suggested Readings:</b>	
	<ul style="list-style-type: none"> <li>Vivek Mittal, Business Environment, Excel Books, 2010</li> <li>Justin Paul, Business Environment, Tata McGraw Hill Publishing Co. Ltd., 2008</li> <li>Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad</li> <li>Agarwal, K.C. Environmental Biology, Nidi Publ. Ltd. Bikaner.</li> <li>Singh, R.B., Thakur, D.K. and Chauhan, J.P.S., RBD publications, Jaipur</li> <li>Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science</li> <li>Odum, E.P. Fundamentals of Ecology. W.B. Saunders Co. USA.</li> <li>Santra S.C., Environmental Science, New Central Book Agency Pvt. Ltd.</li> <li>Singh Savindra, Environmental Geography, Prayag Pustak Bhawan</li> <li>Belsare D.K., Introduction to Biodiversity, APH Publishing Corporation</li> <li>Prabu P.C., Ecology and environmental Science, Avinash Paperbacks</li> <li>Bhatia A.L., Kohli K.S, Ecology and Environmental Biology, RBD</li> <li>Miller G.T., Environmental Science, Cengage Learning</li> <li>Srivastava K.P., An Introduction to Environmental Studies, Kalyani Publishers</li> <li>Sharma P.D., Ecology and Environment, Rastogi Publications</li> <li>Rajagopalan R., Environmental Studies, Oxford Press</li> </ul>	

<b>Course Code: BM-206</b>		<b>Course Name: Foreign Language Lab (French)</b>
<b>Course Credit:</b>		
<b>Total Number of Lectures Allocated : 28</b>		
<b>Time: Lecture Hours/Week</b>		
<b>Aims and Objectives</b>	The objective of this subject is to acquaint the students with the working knowledge of the foreign language to utilize in international business.	
Sessions and Assignments during lab		
<b>Tutorial</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<ul style="list-style-type: none"> <li>To make acquaintances with someone, to welcome someone, to wish, to say good bye, to express appreciation, to take or give information about someone. Listen the French songs and read the French stories followed by the questions for auto evaluation by the students.</li> </ul>	05
<b>II</b>	<ul style="list-style-type: none"> <li>To accept and refuse invitation, to speak on the telephone. Discussion (in French) in the class on the general topics (festivals in France and India, monuments in France and India etc.) already covered by the students in the lab. Each student to give presentation of 5 minutes in French (this can be spread throughout the semester) and to be evaluated by the faculty.</li> </ul>	05
<b>III</b>	<ul style="list-style-type: none"> <li>To ask the price of the things while shopping and bargaining.</li> </ul>	05
<b>IV</b>	<ul style="list-style-type: none"> <li>To describe something, to ask for an excuse, to reserve tickets, to advise someone.</li> </ul>	<b>05</b>
<b>V</b>	<ul style="list-style-type: none"> <li>To give and take orders, to take information about the eating habits of a person, to explain the plan or the location of the place.</li> <li>Prepare the project (PowerPoint, word) on the French culture, food, religion, monuments festivals, etc.</li> <li>Use of French teaching websites on internet.( TV5, OhlalaIspeakfrench, apprendre Use of French teaching websites on internet.( TV5, OhlalaIspeakfrench, apprendre le français etc.), international news broadcasts and other television programming.</li> </ul>	<b>08</b>
<b>References:</b>	<b>Suggested readings</b>	
	<ul style="list-style-type: none"> <li>Le nouveau sans frontieres level- I (methode de francais – published by CLE international Paris, 1998, Indian edition.</li> <li>Le nouveau sans frontieres – workbook vol-1</li> <li>Four audiocassettes accompanying the written material</li> <li>Larousse compact dictionary : Fre-&gt;Eng./Eng.-&gt;Fre</li> <li>Conjugaison – Le Robert &amp; Nathan</li> <li>Larousse grammaire francaise</li> <li>Grammaire collection “Le Nouvel Entraînez-Vous”, level debutant.</li> </ul>	

<b>Course Code: BM-206</b>		<b>Course Name: Foreign Language Lab (Spanish)</b>
<b>Course Credit:</b>		
<b>Total Number of Lectures Allocated : 28</b>		
<b>Time: Lecture Hours/Week</b>		
<b>Aims and Objectives</b>	The objective of this subject is to acquaint the students with the working knowledge of the foreign language to utilize in international business.	
Sessions and Assignments during lab		
<b>Tutorial</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<ul style="list-style-type: none"> <li>To make acquaintances with someone, to welcome someone, to wish, to say good bye, to express appreciation, to take or give information about someone. Listen the Spanish songs and read the Spanish stories followed by the questions for auto evaluation by the students.</li> </ul>	05
<b>II</b>	<ul style="list-style-type: none"> <li>To accept and refuse invitation, to speak on the telephone. Discussion (in Spanish) in the class on the general topics (festivals in France and India, monuments in France and India etc.) already covered by the students in the lab. Each student to give presentation of 5 minutes in Spanish (this can be spread throughout the semester) and to be evaluated by the faculty.</li> </ul>	05
<b>III</b>	<ul style="list-style-type: none"> <li>To ask the price of the things while shopping and bargaining.</li> </ul>	05
<b>IV</b>	<ul style="list-style-type: none"> <li>To describe something, to ask for an excuse, to reserve tickets, to advise someone.</li> </ul>	<b>05</b>
<b>V</b>	<ul style="list-style-type: none"> <li>To give and take orders, to take information about the eating habits of a person, : to explain the plan or the location of the place.</li> <li>Prepare the project (PowerPoint, word) on the Spanish culture, food, religion, monuments festivals, etc.</li> <li>Use of Spanish teaching websites on internet.</li> </ul>	<b>08</b>
<b>References:</b>	<b>Suggested Readings</b>	
	<ul style="list-style-type: none"> <li>Le nouveau sans frontieres level- I (methode de francais – published by CLE international Paris, 1998, Indian edition.</li> <li>Le nouveau sans frontieres – workbook vol-1</li> <li>Four audiocassettes accompanying the written material</li> <li>Larousse compact dictionary : Spa-&gt;Eng./Eng.-&gt;Fre</li> <li>Conjugaison – Le Robert &amp; Nathan</li> </ul>	

## **BM-207: ACCOUNTING LAB**

<b>Course/Paper : BM-207</b>	<b>MAM Semester-I</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

This Lab work is designed to make the students of management familiar with the concept of performing basic accounting functions on computer.

Lab Sessions relating to

- Tally

Students are expected to enter the following parameters and prepare balance sheet and profit & loss account:

- Creating a company/firm
- Creating ledger
- Voucher entries
- Explanation and analysis of different financial statements created automatically
- Rectification of errors
- Exporting the data from tally
- Performing other related accounting functions in tally

# RAJASTHAN TECHNICAL UNIVERSITY



SYLLABUS FOR III & IV SEMESTERS

FOR

**MASTER OF APPLIED MANAGEMENT  
(MAM)**

2013-2015

**RAJASTHAN TECHNICAL UNIVERSITY**

<b>Third Semester BM</b>					<b>Marks</b>		
<b>Code No.</b>	<b>Name of Subject</b>	<b>Number of Hours/ week</b>			<b>Internal/ Minimum Pass Marks</b>	<b>External/ Minimum Pass Marks</b>	<b>Total</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Laboratory (P)</b>			
BM-301	Business communication	4	1	0	30/12	70/28	100
BM-302	Fundamentals of Management	4	1	0	30/12	70/28	100
BM-303	Business environment	4	1	0	30/12	70/28	100
BM-304	Elements of direct & indirect taxes	4	1	0	30/12	70/28	100
BM-305	Public Relations Management	4	1	0	30/12	70/28	100
BM-306	Skill Workshop - 1	0	0	2	60/30	40/20	100
BM-307	Business Communication Lab	0	0	2	60/30	40/20	100
<b>Total</b>		<b>20</b>	<b>5</b>	<b>4</b>	<b>270</b>	<b>430</b>	<b>700</b>

<b>Fourth Semester BM</b>					<b>Marks</b>		
<b>Code No.</b>	<b>Name of Subject</b>	<b>Number of Hours/ week</b>			<b>Internal/ Minimum Pass Marks</b>	<b>External/ Minimum Pass Marks</b>	<b>Total</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Laboratory (P)</b>			
BM-401	Entrepreneurship	4	1	0	30/12	70/28	100
BM-402	Business policy and Strategic Management	4	1	0	30/12	70/28	100
BM-403	Managerial Economics	4	1	0	30/12	70/28	100
BM-404	Legal aspects of business	4	1	0	30/12	70/28	100
BM-405	Management of NGOs	4	1	0	30/12	70/28	100
BM-406	Skill Workshop – II	0	0	2	60/30	40/20	100
BM-407	ICT Lab - II	0	0	2	60/30	40/20	100
<b>Total</b>		<b>20</b>	<b>5</b>	<b>4</b>	<b>270</b>	<b>430</b>	<b>700</b>

First Summer Industrial Training (4 weeks) (Supervised)

<b>Course Code: BM-301</b>		<b>Course Name: Business Communication</b>
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>		<ul style="list-style-type: none"> <li>• To enable understanding of basics of communication in Business environment.</li> <li>• To provide insight into structural aspect of communication in business.</li> <li>• To impart knowledge about communication theory and develop skills in oral and non verbal communication.</li> </ul>
#Contact Hrs include Lectures and Tutorials Hrs		
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Overview of Business Communication</b> Concept and Objectives of Communication, Communication Models, Channels of Communication, Principles of effective communication.	<b>14</b>
<b>II</b>	<b>Forms and Types of Communication</b> Formal and Informal (Grapevine), Oral and Written, External and Internal, Verbal and Non-verbal(Body language, Kinesics, Proxemics and Paralanguage), Horizontal, Vertical (Upward & Downward) and Diagonal.	<b>14</b>
<b>III</b>	<b>Communication in Business Environment</b> Significance of Business communication, Business letter writing, Notices, Circulars, Memos, Agenda and Minutes.	<b>14</b>
<b>IV</b>	<b>Media of Communication</b> Face-to-Face, Audio, Visual, Audio-visual, Modern Medias(Fax, Conferencing-Tele and Video, Internet, E-mail etc.).	<b>14</b>
<b>V</b>	<b>Barriers to Communication</b> Wrong choice of medium, Physical barriers or Mechanical barriers, Semantic barriers, Socio-Psychological barriers, Cross-cultural barriers.	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. P. D. Chaturvedi and Mukesh Chaturvedi, Business Communication: Concepts, Cases and applications, Pearson Education, 2007</li> <li>2. Carol M. Lehman, Debbie D. DuFrene, Business communication, Cengage Learning 2013.</li> </ol> <p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Ronald E. Dulek and John S. Fielder, Principles of Business Communication, Macmillan Publishing Company, London.</li> <li>2. Courtland L. Bovee, John Thil, Abha Chatterjee, Business Communication Today, Pearson Education, 2011.</li> <li>3. James R. DiSanza, Nancy J. Legge, Business and Professional Communication: Plans, Processes, and Performance, Pearson Education, 2009.</li> <li>4. Asha Kaul, Business Communication, Prentice Hall, New Delhi.</li> <li>5. Michael, V.P. Communication and Research for Management, Himalaya Publishing House, Bombay.</li> <li>6. Ober, Contemporary Business Communication, Biztantra, An Imprint of Dreamtech Press</li> <li>7. M.J.Mathew, Business Communication, RBSA Publishers, Jaipur.</li> </ol>	

<b>Course Code: BM- 302</b>		<b>Course Name:</b> Fundamentals of Management
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact<sup>#</sup> Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>The objective of the course is to provide an understanding of basic concepts, principles and practices of management and inculcate the ability to apply multifunctional approach to organizational objective.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Introduction</b> Management an Overview- Definition, Functions, Process, Scope and Significance of Management, Managerial Roles, Managerial Skills and Activities, System and Contingency Approach for understanding organizations, Management Thought-Classical Perspective, Scientific Management, Administrative Management, Bureaucratic Management, Behavioral Perspective.	<b>14</b>
<b>II</b>	<b>Fundamentals of Planning</b> Planning - Objectives, Strategies, Policies, Decision making.	<b>14</b>
<b>III</b>	<b>Fundamentals of Organizing and Staffing</b> Organizing - Nature and purpose, departmentation, Span of Management, line and staff authority, centralization and decentralization. Staffing – Selection Process, Techniques, Managerial Effectiveness.	<b>14</b>
<b>IV</b>	<b>Directing</b> Effective Directing, Supervision, Leadership- Concept, Styles and Theories- Trait Theory, Behavioral Theories, Contingency Theories.	<b>14</b>
<b>V</b>	<b>Controlling and Coordinating</b> Control- Concept, Nature and Purpose, Control technique, Control of overall performance. Coordination- Concept, Importance, Principles and Techniques of Coordination.	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ol style="list-style-type: none"> <li>Harold Koontz &amp; Heinz Wehrich "Essentials of Management", Tata McGraw-Hill, Eighth Edition, 2009.</li> <li>Joseph L Massie "Essentials of Management", Prentice Hall of India, Fourth Edition, 2003.</li> </ol> <b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>Terry and Franklin, Principles of Management, AITBS Publishers &amp; Distributors, Delhi, Eighth Edition.</li> <li>James AF <i>Stoner</i>, R.Edward Freeman, Daniel R. Gilbert, "Management", Prentice Hall International, Sixth Edition.</li> <li>Peter Ferdinand Drucker, Management-Tasks, Responsibilities &amp; Practices, Transaction Publishers, 2007.</li> <li>Harold Koontz, Heinz Wehrich, "Management", McGraw Hill International Editions, Ninth Edition.</li> <li>PC Tripathy and PN Reddy, "Principles of Management", Tata McGraw-Hill, 2008.</li> <li>Peter Ferdinand Drucker, The Practice of Management, HarperCollins Publishers.</li> <li>John R. Schermerhorn, Jr., "Management" John Wiley and Sons, Inc., Sixth Edition.</li> </ol>	



<b>Course Code: BM-303</b>		<b>Course Name: Business Environment</b>
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>The objective of the course is to develop an understanding of the methods for analyzing Business Environment and implications of changes in micro and macro environment for businesses.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Nature of the Environment of Business</b> Business Environment- Nature, Concept and Significance, Internal and External environment, Environmental scanning, Social Responsibilities of Business and Corporate Social Responsibility	<b>14</b>
<b>II</b>	<b>Non-Economic Environment of Business</b> Social and Cultural Forces Affecting Business, Political and Legal factors affecting Business, Natural Environment & Technological Environment-Concept and Significance.	<b>14</b>
<b>III</b>	<b>Economic Environment of Business</b> Economic Structure- types, advantages and disadvantages, Overview of the Monetary & Fiscal Policies, Disinvestment policy of the country- recent developments and issues, Regulation for Foreign Collaboration, Special Economic Zone-Meaning and role.	<b>14</b>
<b>IV</b>	<b>International Environment</b> Globalization and Liberalization, Multi National Corporations and its impact on Indian economy, Export Processing Zone-Meaning and role, Foreign Direct Investment-Meaning and recent developments	<b>14</b>
<b>V</b>	<b>Recent Development in Business Environment of India</b> Consumerism & Consumer Protection Act, Concept of Public Private Participation and its implications, Government Policy regarding Micro, Small and Medium Enterprises.	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ol style="list-style-type: none"> <li>Vivek Mittal, Business Environment, Excel Books, 2010</li> <li>Justin Paul, Business Environment, Tata McGraw Hill Publishing Co. Ltd., 2008</li> </ol> <b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>Shaikh Saleem, Business Environment, Pearson Education, 2009</li> <li>Steiner and Steiner, Business Government and Society, Western Publishing, 2008</li> <li>Francis Cherunillam, Business Environment, Himalaya Publishing House, 2009</li> <li>V. Neelamegam, Business Environment, Vrinda Publications, 2008</li> <li>K. Chidambaram and V. Alagappan, Business Environment, Vikas Publication House Pvt Ltd, 2009</li> </ol>	

<b>Course Code: BM-304</b>		<b>Course Name:</b> Elements of Direct and Indirect Taxes
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To instill basic knowledge of tax related aspects and to have knowledge of those domains of taxations which are directly and indirectly related to the Indian corporate sector so that students have a better understanding of the taxation issues pertaining to the business.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Income Tax</b> Definition, Cannons of Taxation, Assessee, Income, Previous Year, Assessment Year, Gross Avoidance, Planning, Exemption, Deduction, Rebate, Relief, Residential status and tax incidence- individual.	<b>14</b>
<b>II</b>	<b>Head of Income I</b> Income from salaries – computation of taxable value Salaries and Business Income.	<b>14</b>
<b>III</b>	<b>Head of Income-II</b> Income from house property Business Income, Capital Gains and income from other sources.	<b>14</b>
<b>IV</b>	<b>Deductions and Computation</b> Deduction from Gross Total Income and Income Exempted from Tax, computation of tax for individual.	<b>14</b>
<b>V</b>	<b>Indirect Taxes</b> Central Sales Tax- Objects of CST Act, Charging section of CST, Inter- State sale by transfer of documents, Stock, Excise Duty, MODVAT and VAT.	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ol style="list-style-type: none"> <li>V. K Singhania and Kapil Singhania, Direct taxes: Law and Practice, Taxmann Publications, New Delhi 2012.</li> <li>V.S Datey, Indirect Taxes: law and Practice, Taxmann Publications, New Delhi, 2012.</li> </ol> <b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>V. K. Singhania, Direct Taxes Ready Reckoner, Taxmann Publications, New Delhi 2011.</li> <li>T.G Suresh, Simplified Approach to Direct Tax Laws, CCH Learning Curve Series, Gurgaon, Haryana, 2012.</li> </ol>	

<b>Course Code: BM-305</b>		<b>Course Name:</b> Public Relations Management
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To appraise the student of the importance and principles of the organization communication with the public.</li> <li>To develop interactive skill &amp; effective management of the relations processes between and organization public.</li> <li>Develop goals, objectives, strategies and tactics to solve public relations challenge</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Public Relation</b> Definition ,Meaning, Importance, Objectives ,scope and Functions, Organization of Public Relations of Corporate Bodies, Qualities of Good Public Relations Personnel, Selection, Training and Development of Public Relations Staff ,Importance of Mannerisms and Body Languages in Public Relations.	<b>14</b>
<b>II</b>	<b>Public Relations Strategy</b> Meaning, Importance, Strategy for Marketing, Tangible & Service Products, Marketing Strategy for Creating Corporate Image , Case Study of Corporate in India , Public Relation Activities Before, During & After General Meetings of Corporate Bodies , Public Meetings, Event Management.	<b>14</b>
<b>III</b>	<b>Public Relations Communications</b> Meaning, Importance, Process for Customer Care & Complaint Handling , Process to Collect Dues & Keep the customer, Communication with Aids to Trade , Bankers, Insurance Agents and Local Bodies, Information Management-Sources- Importance in Public Relations Management.	<b>14</b>
<b>IV</b>	<b>Public Relations Materials &amp; its Importance</b> Organizing Press Conferences, Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions, Essentials in Presentations in Seminars / Conferences, Dress code, Audio Visual Aids Communication Skills, Contents of Presentation, Time Management, Feedback Analysis.	<b>14</b>
<b>V</b>	<b>Public Relations Management</b> Ethics , Do's & Don'ts in Public Relations Management , Customers & Investors Education , Selection & Importance of Brand Ambassadors ,Public Relations Functions in the light of Right to information consumerism , NGO activism , Code of Conduct in Advertisement , Outsourcing of Public Relations , Importance Selection, Control.	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ol style="list-style-type: none"> <li>Guth, D.W., &amp; Marsh, C. (2009), Public Relations: A values-driven approach (4<sup>th</sup> ed.), Boston, Pearson</li> <li>J.Lordan, Edward, 'Essentials of Public Relations Management', A Burnham Publishers, 2003, Chicago</li> </ol> <b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>Li, C., &amp; Bernoff, J. (2008). Groundswell: Winning in a world transformed by social technologies. Boston: Harvard Business Press.</li> <li>Fraser P. Seitel, The Practice of Public Relations. Upper Saddle River, New Jersey: Prentice Hall, 1998</li> </ol>	

## BM 306: SKILL WORKSHOP - I

<b>Course/Paper : M-306</b>	<b>MAM Semester-III</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objectives:**

This workshop is designed to make the students of management familiar with the professional skills required for managers. This laboratory shall prepare students to learn and acquire necessary professional skills for transacting business and management activities. Further it is to sensitize each student about one's own potential, and this in turn will enable one to be self driven so as to improve one's performance and achieve one's life goals.

### **Sessions and Assignments during workshop:**

**Proficiency in English:** Listening comprehension, sequencing of sentences, filling in the blanks, Listening & Answering questions, reading Comprehension, Error Correction, vocabulary building, reading & answering questions

**Speaking & Conversations:** Phonetics: Intonation, Ear Training, Correct Pronunciation, Sound recognition exercises, Participating in Extempore, Face to face conversation, telephonic conversation (Role Play activities- Students take on roles and engage in conversation)

**Presentation Skills:** Elements of effective presentation, Structure of presentation, Presentation tools, Voice modulation, Audience analysis, Body language- Video Samples, Case Study Presentations & Book reviews

**Personality Assessment Skills:** Personal SWOT Analysis activities, leveraging personal strengths, Self Evaluation, self discipline, self criticism, Mock Interviews

**Time Management Skills:** Practice by game play and other learning methodology for achieving targets and setting priorities

**Business Communication Skills:** Assessing self communication style, learning persuading style of communication

**Team Working & Interpersonal Skills:** Team building practices through group exercises, team task /Role play, Positive Relationship, Positive Attitude Building, Empathising: Comprehending others opinions/point of views

**Some more topics covered are:** Self start, dedication, confidence, motivation, discipline, study, progress, evaluation, appreciation, criticism, improvement, reliance,

control, respect, satisfaction, awareness, fulfillment and realization, inwardly directed towards oneself.

Students need to get an in-depth exposure of a booklet on "Gateways to Self Realization" by Shri G. Narayana. The methodology is of self learning in which the students go through the book (in depth) and make presentations before their class, carry out given exercises and interesting activities; keeping the content in focus

## **BM-307: BUSINESS COMMUNICATION LAB**

<b>Course/Paper : M-307</b>	<b>MAM Semester-III</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks:40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objectives:**

The objective is to develop communication competence in prospective managers so that they are able to communicate information as well as their thoughts and ideas with clarity and precision. This course will also equip them with the basic skills required for a variety of practical applications of communication such as applying for a job, writing reports and proposals, facing an interview and participating in a group discussion. Further, it will make them aware of the new developments in business communication that have become part of business organizations today.

### **Sessions and Assignments during lab**

Business letter writing: Need, Functions and Kinds, Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders and Press release.

Business Etiquettes, Business manners, Body language gestures, Etiquette of the written word, telephone etiquettes, handling business meetings

Project and report writing, how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews.

Public Speaking skills, Audience Perception, Appearance & Posture, Use of eye-contact, hands and gestures, Voice volume, pitch and emphasis, Audience Comprehension, Creating impressive openings, getting audience attention, Flow for persuasive presentation, Effective use of visuals and handouts, Overcoming objections

- A letter writing practice
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.

- Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty
- Preparation of Curriculum Vitae (CV)
- An initiation with argument of Group Discussion on any topic.
- Business etiquettes to be demonstrated in role play by students
- Practice mock interview in classrooms with presentations on self, self introduction – highlighting positive and negative traits and dealing with people with face to face.
- A mock interview with FAQs and answers.
- Preparation of different types of reports.
- Preparation of minutes of a meeting.
- Report presentation methods, ex: Power Point Presentation, etc
- Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics etc.
- Using Role play during the session to communicate on issues that evoke psychological responses and highlighting them and asking others to observe and take notes. Assign the psychological blocks activity to the students and ask the participants to present accordingly.

<b>Course Code: BM- 401</b>		<b>Course Name:</b> Entrepreneurship
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To explain development of entrepreneurs and inculcate in the students the expertise required for creating and starting the venture.</li> <li>This course enables the students to study the strategies that will cultivate every student's entrepreneurial mindset and helps in preparing them to launch their own business venture in the future.</li> </ul>	
<b>Unit</b>		
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Introduction to Entrepreneurship</b> Entrepreneur – meaning, importance, Qualities, nature, and types and culture. Differences between Entrepreneur and Intrapreneur. Scope of Entrepreneurship, Entrepreneurs v/s Professional managers. Entrepreneurial Motivation - Motivation factors, Problem of Entrepreneurship.	<b>14</b>
<b>II</b>	<b>Entrepreneurial Development</b> Meaning and objectives of EDP. Significance and process of EDP, Entrepreneurship Training and Development. Development of women Entrepreneurs, reasons for low women entrepreneurs, their role, problems and prospects. Role of consultancy organizations in promoting Entrepreneurs.	<b>14</b>
<b>III</b>	<b>Concept of Small Enterprise</b> Definition of small business - The benefits & opportunities of small business ownership - The potential drawbacks of entrepreneurship. Strategic Planning for small business - steps in Strategic Planning, Organization structure of small scale industries in India, Taxation benefits and concessions of small scale industries, Problem of small scale Industries and Properties.	<b>14</b>
<b>IV</b>	<b>Study of Financial Aspects</b> Entrepreneurship Budget and planning process. Institutional finance to entrepreneurs – The Small Industries Development Bank of India (SIDBI), The National Bank for Agriculture and Rural Development (NABARD), Khadi and Village Industries Commission (KVIC).	<b>14</b>
<b>V</b>	<b>Women Entrepreneurs and field project</b> Development of women Entrepreneurs, reasons for low women entrepreneurs, their role, problems and prospects. Role of consultancy organizations in promoting women Entrepreneurs.	<b>14</b>
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ul style="list-style-type: none"> <li>Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House, 2012</li> <li>S. Anil Kumar, S.C Poornima, Mini K. Abraham, &amp; K. Jayashree "Entrepreneurship Development ", New Age International Publishers, 2013</li> <li>Sudha G.S " Fundamentals of Entrepreneurship ", <i>Ramesh book depot, Jaipur, 2006.</i></li> </ul> <b>Suggested readings:</b> <ul style="list-style-type: none"> <li>Entrepreneurship and Small Business Management by C B Gupta , S.S. Khanka, Sultan Chand &amp; Sons, 2012</li> <li>Opportunities For Women Entrepreneurship With Project Profiles by NIIR Board, 2<sup>nd</sup> Edition, 2009</li> <li>Robin Lowe and Sue Marriot, Enterprise: Entrepreneurship and Innovation, Butterworth-Heinemann, Elsevier, 2006.</li> </ul>	



<b>Course Code: BM- 402</b>	<b>Course Name: Business Policy and Strategic Management</b>
<b>Course Credit: 4.0</b>	
<b>Total no. of Contact<sup>#</sup> Hrs allocated : 70</b>	
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>	

<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>The objective of the course to equip the students with analytical tools for solving case studies by scanning the business environment and coming to a decision.</li> <li>The course aims at helping the students in developing strategic decision making skills</li> </ul>
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<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Introduction:</b> Business policy- Evolution of the concept, Difference between business policy and strategic management, Introduction to Strategic Management- Concept, Importance, Phases of strategic Management, Strategic Management Process.	<b>14</b>
<b>II</b>	<b>Strategic Decision Making:</b> Meaning, Characteristics, Mintzberg's modes of strategic decision making, Strategic decision-making process, Strategic Planning process. Scanning the environment: Identifying external environmental variables, Porter's approach to Industry Analysis. Internal scanning – Resource based approach to organizational analysis, Value chain analysis, scanning functional resources.	<b>14</b>
<b>III</b>	<b>Strategy Formulation-</b> Situation Analysis and Business Strategy: Situation Analysis-SWOT Analysis; Business Strategy- Porter's Competitive Strategies, Cooperative Strategies. Strategy Formulation- Corporate Strategy and Functional Strategy Corporate Strategy-Directional Strategy, Portfolio Strategy, and Parenting Strategy, Functional Strategy and Strategic Choice.	<b>14</b>
<b>IV</b>	<b>Evaluation and Control</b> Evaluation and Control in Strategic Management, Measuring Performance, Strategic Information Systems, Problems in Measuring Performance, Guidelines for Proper Control.	<b>14</b>
<b>V</b>	<b>International Strategy</b> Identifying international opportunities, Choice of international entry modes, Strategic competitive outcomes, Risk in an international environment.	<b>14</b>

**\*A minimum of one case study will be discussed per unit of the syllabi.**

<b>References:</b>	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>J.D. Hunger and T. L. Wheelen, Strategic Management and Business Policy, Pearson Education, N.Delhi ,12th Ed. 2010.</li> <li>Azhar Kazmi, Business Policy &amp; Strategic Management, Tata McGraw Hill,12<sup>th</sup>. Edition, New Delhi, 2009.</li> </ol> <p><b>Suggested readings:</b></p> <ol style="list-style-type: none"> <li>Thompson &amp; Strickland, Strategic Management-Concepts and Cases; Tata McGraw Hill Publishing Co. Ltd. New Delhi; 12th Ed. 2001</li> <li>Garth Saloner, Andrea Shepard and Joel Podolny : Strategic Management, John Wiley &amp; Sons, 1st Ed., 2001.</li> <li>John A. Pearce &amp; R.B. Robinson, Strategic Management - Strategy Formulation and Implementation, AIBT Publishers &amp; Distributors, New Delhi, 3th Ed. 2001.</li> <li>V.P. Michael, Business Policy and Environment, S. Chand &amp; Co. Ltd. New Delhi; 2nd Ed. 2000.</li> <li>Ramaswamy and Namakumari, Strategic Planning -Formulation of Corporate Strategy, MacMillan India Ltd. New Delhi, 2007.</li> <li>P.K. Ghosh, Strategic Planning and Management, Sultan Chand &amp; Sons, New Delhi, 8th Ed. 2000.</li> </ol>
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#### **Practical Component**

- Study of marketing strategies of any two companies.
- Analyzing Mission and Vision statements of any five companies and comparing them.
- Learning the concept of Michael Porter's five forces model through its application to any one industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc.)

- Study of ancient wisdom, Study of ancient Indian leaders like Chanakya, Chandra Gupta Maurya, Vikramaditya etc., Yesteryear leaders like Gandhiji, Sardar Vallabhbhai Patel, Shastri, Nehru etc., Current business Leaders namely Sir Ratan Tata, Birla's, Ambani's, Narayan Murthy, Nandan Nilekani, Rahul Bajaj, Vijay Mallya or any other leader of your choice as Strategic Leader.

**List of Journals/Periodicals/Magazines/Newspapers, etc.**

- Harvard Business Review
- Vikalpa – A Journal for Decision Makers, IIM Ahmedabad
- IIMB Management Review (IMR).
- SANKALPA: Journal of Management & Research (ISBN: 2231 1904)
- Management Review
- Business Standard/Economic Times/Financial Times.
- Managing Core Competence of the Organization by Srivastava, Shirish C., Vikalpa: The Journal for Decision Makers, Oct Dec2005, Vol. 30 Issue 4
- Core Competence, Distinctive Competence, and Competitive Advantage: What Is the Difference? By Mooney, Ann. Journal of Education for Business, Nov/Dec2007, Vol. 83 Issue 2
- The Five Competitive Forces That Shape Strategy by Porter, Michael E., Harvard Business Review, Jan2008, Vol. 86 Issue 1
- Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility by Porter, Michael E.; Kramer, Mark R., Harvard Business Review, Dec2006, Vol. 84 Issue 12
- From Competitive Advantage to Corporate Strategy by Porter, Michael E., McKinsey Quarterly, Spring 88, Issue 2
- Strategy and the Internet by Porter, Michael E., Harvard Business Review, Mar2001, Vol. 79 Issue 3
- What Is Strategy? By Porter, Michael E., Harvard Business Review, Nov/Dec96, Vol. 74 Issue 6
- The Strategy Concept I: Five Ps For Strategy by Mintzberg, Henry., California Management Review, Fall1987, Vol. 30 Issue 1
- The Strategy Concept II: Another Look at Why Organizations Need Strategies by Mintzberg, Henry. , California Management Review, Fall1987, Vol. 30 Issue 1
- The Pitfalls of Strategic Planning by Mintzberg, Henry., California Management Review, Fall1993, Vol. 36 Issue 1
- Crafting strategy by Mintzberg, Henry; Hunsicker, J. Quincy. , McKinsey Quarterly, Summer88, Issue 3
- The GE-McKinsey Nine-box Framework, McKinsey Quarterly, 2008, Issue 4
- Reliance Telecom: Related or Unrelated Diversification? A Case Study by Sen, Subir, South Asian Journal of Management, Apr-Jun2011, Vol. 18 Issue 2
- Competing Today While Preparing for Tomorrow by Abell, Derek F., Sloan Management Review, Spring99, Vol. 40 Issue 3

<b>Course Code: BM-403</b>		<b>Course Name: Managerial Economics</b>
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To enable the students to understand the micro and macroeconomic concepts relevant for business decisions</li> <li>To help the students to understand the application of economic principles in business management</li> <li>To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Introduction</b> Definition of Managerial economics- Objectives, Characteristics, Uses; Decision making and forward planning; basic economic tools in management economics, Concept of Market, Market system overview, Assumptions of economic theory, The concept of equilibrium.	<b>14</b>
<b>II</b>	<b>Demand and Supply Analysis</b> Cardinal theory of utility, Marginal utility, Diminishing marginal utility, Equi-marginal utility, Ordinal theory of utility and Indifference curve analysis, The concept of demand, Factors affecting Demand, Law of Demand and exceptions to law of demand, Demand estimation and demand forecasting, Techniques of Demand forecasting, Supply analysis- Supply function, Law of supply, Factors affecting supply.	<b>14</b>
<b>III</b>	<b>Cost Analysis</b> Accounting costs and Economic costs, Short run cost analysis- fixed, variable, total, average and marginal cost curves; Long run cost analysis- Economies and diseconomies of scale, Long run average and marginal cost curves, Concept of revenue: Total revenue, Average revenue, Marginal revenue and their relationship, Break-even and CVP analysis, Introduction to Market- types and characteristics.	<b>14</b>
<b>IV</b>	<b>Macroeconomics</b> Introduction to Macroeconomics, Theory of distribution- marginal productivity theory of distribution, Factor pricing- rent, wages, interest and profits, National income: concepts & measurement methodologies.	<b>14</b>
<b>V</b>	<b>Business Decisions</b> Business Cycle- Meaning and Phases of Business cycle - Evil effects of cyclical fluctuations on business firms, Inflation- types and effects, Fiscal and Monetary policy and their implications.	<b>14</b>
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text books:</b> <ul style="list-style-type: none"> <li>Bahuguna Bhavna, Managerial Economics, Centrum Press, 2011.</li> <li>Salvatore D., Managerial Economics, Seventh Edition, Oxford University Press, 2012.</li> <li>Singh Kuldeep and Bansal Monika, Managerial Economics, Mittal Publication, 2011.</li> <li>Dwivedi D.N., Managerial Economics, Vikas Publishing House, Seventh edition, 2008.</li> <li>Pindyck, Robert S and Rubinfeld, Daniel L, Microeconomics, Pearson education, seventh edition, 2009.</li> </ul> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Varshney &amp; Maheswari, Managerial Economics, Sultan Chand &amp; Sons, 2008</li> <li>Dean Joel, Managerial Economics, First Edition, PHI Learning Private Ltd., 2009.</li> <li>C.S. Barla, Managerial Economics, Malik &amp; Co., 2009</li> </ul>	

<b>Course Code: BM- 404</b>		<b>Course Name:</b> Legal Aspects of Business
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact<sup>#</sup> Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>To provide with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders.</li> <li>To understand fundamental legal issues pertaining to business world to enhance ability to lead and delegate.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	<b>Contract Act, 1872 - I</b> Meaning and classification of contracts, Essentials elements of a valid contract, Offer and acceptance, Capacity to Contract – Minors, Persons of unsound mind, persons disqualified by law; Free Consent – coercion, undue influence, fraud, misrepresentation, mistake.	<b>14</b>
<b>II</b>	<b>Contract Act, 1872 - II</b> Void Agreements, Performance of contract – meaning and modes of performance, Discharge of contracts – meaning and methods of discharge of contract, Remedies for breach of contracts.	<b>14</b>
<b>III</b>	<b>The Negotiable Instruments Act, 1881</b> Negotiable Instruments – meaning and characteristics, Types of negotiable instruments – promissory note, bills of exchange and cheque. Crossing of cheque – meaning and types of crossing.	<b>14</b>
<b>IV</b>	<b>Partnership Act, 1932</b> Nature of partnership, Relations of partners to one another, Relations of partners to third parties, Incoming and outgoing partners, Registration of firms, Dissolution of firm.	<b>14</b>
<b>V</b>	<b>The Consumer Protection Act, 1986</b> Definition of Consumer, Person, Goods, Service, Trader, Manufacturer, Meaning of Consumer Dispute, Complaint, Unfair Trade Practices, Restrictive Trade Practices; Consumer Protection Councils; Consumer Disputes Redressal Agencies	<b>14</b>
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ol style="list-style-type: none"> <li>1. Padhi P.K., Legal Aspects of Business, PHI Learning, 2012.</li> <li>2. Pathak Akhileshwar, Legal Aspects of Business, Fourth Edition, Tata McGraw-Hill, 2009.</li> </ol> <b>Suggested readings:</b> <ol style="list-style-type: none"> <li>1. Kumar Ravinder, Legal Aspects of Business, Second Edition, Cengage Learning India, 2011.</li> <li>2. Balachandran V and Thothadri S, Legal Aspects of Business, First Edition, McGraw Hill Education, 2012.</li> <li>3. Pillai R. S. N. and Bagavathi V., Legal Aspects of Business, First Edition, S.Chand Publishers, 2011.</li> <li>4. K. R. Bulchandani, Business Law, Himalaya Publishing house, 2009.</li> <li>5. Kapoor N.D., Elements of Mercantile Law, Sultan Chand &amp; Sons, New Delhi, 2010.</li> <li>6. Albuquerque, Legal Aspects of Business, Oxford University Press, New Delhi, 2012.</li> </ol>	

<b>Course Code: BM- 405</b>		<b>Course Name:</b> Management of NGOs
<b>Course Credit: 4.0</b>		
<b>Total no. of Contact# Hrs allocated : 70</b>		
<b>Time: 4 Lectures + 1 Tutorial hrs per week</b>		
<b>Aims and Objectives</b>	The course will focus on the basic managerial concepts for establishment and manage an NGO, which will be very much useful for students those who are now planning to make a carrier into NGOs sector. This course is also designed for the potential employees at of corporate sector who, wish for professional advancement in the area of so-called Corporate Social Responsibility. This course will be helpful in creating jobs in the NGO sector and also create awareness about social problems faced by the society.	
<b>Unit</b>	<b>Contents</b>	<b>Contact Hrs</b>
<b>I</b>	Definition of NGO, Characteristics of NGO, Role of NGOs, NGO and Voluntary Organisation (VO), Non profit organization (NPO) Types of NGOs by orientation: Charitable orientation; Service orientation; Participatory, Empowering orientation; NGO type by level of co-operation: Community- Based Organization; City Wide Organization; National NGOs; International NGOs;	<b>14</b>
<b>II</b>	Various activities of NGOs: Awareness and Services related to Health/ Education/Awareness/ Empowerment of Women and weaker sector, Environment Protection, Public Causes, RTI, Human Rights, Social values, Consumer protection etc. Formation of a Trust or a Society, Registration, Trust Deed, MoA, Laws related to Public Trust Act, Society Registration laws, Documents required, Bye Laws / Memorandum of Association, Registration procedure, Procedure to option a license u/s 25 of the co act.	<b>14</b>
<b>III</b>	Management of NGO: Planning, organizing, controlling, project formulation, project implementation, Decision making process in NGOs, Meetings of NGO, Resolutions and Minutes of Meetings, Record Keeping	<b>14</b>
<b>IV</b>	Maintaining Accounts and preparing financial statements, Opening of Bank Account, maintenance of account, procedure of writing accounts, Audit of NGO, Income Tax provisions for NGO, NGOs and RTI, NGOs and PIL	<b>14</b>
<b>V</b>	Funding of NGO operations Internal sources, External sources with in India, outside India, Legal provisions for foreign funding, Fund raising strategies, Donation, Grant in Aid from Govt. General guidelines for raising funds	<b>14</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text books:</b> <ol style="list-style-type: none"> <li>Nabhi's Board of Editors Nabhi's Handbook for NGOs Vol. I and II (Encyclopedia for NGOs and Voluntary Agencies), Nabhi Publication, N. Dehli, Latest Edition</li> <li>Snehlata Chandra, Guidelines For NGOs Management In India, Kanishka Publishiners Distributors, Latest Edition</li> </ol> <b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>B. R. Nanda, NGO Management: With Case Studies, Surendra publication, Latest Edition</li> <li>Santap Sanhari Mishri, NGO an introduction by ICFAI University Press, Latest Edition</li> <li>J.M.Ovasdi , Management of Non Governmental Organisations - Towards a developed civil society, Macmillon Publications, Latest Edition</li> <li>S. Rengasamy, NGO Management Mobilizing Managing Financial Resources, Madurai Institute of Social Science, Latest Edition</li> <li>David Lewis, The Management of Non-Governmental Development Organizations, Routledge Publication, Latest Edition</li> <li>Sudeshkumar, Schemes of Central Government for NGOs A Handbook of Financial Norms for Project Budgeting, Jain Publishing House, Latest Edition</li> <li>V.P. Goyal, Schemes for NGOs in Development, Mangal Deep Publication, Jaipur, Latest Edition</li> </ol>	

**Practical Module:**

**Practical Component:**

Students have to study some leading Indian and prepare and present the Case Studies / Success stories of NGOs. The students may prepare the research papers on the role of International NGOs or United Nations' agencies such as UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, ILO, UNESCO, WHO and the World Bank and their contribution to the development of Indian NGO sector or socio economic development of India / Gujarat.

## BM 406: SKILL WORKSHOP - II

<b>Course/Paper : M-406</b>	<b>MAM Semester-IV</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objectives:** The skill workshop is designed to develop students to improve and enhance their leadership and conflict management quality for successful professional growth. Further, in this workshop it is to continue previous skill workshop and enhance efforts for individual development. The workshop also aims to provide information on different topics related to their career planning and preparation.

### **Sessions and Assignments during lab:**

Topics include:-

- Goal Setting
- Stress Management
- Emotional Intelligence
- Career Prospects
- Industry Expectation
- Communication skills (Practical sessions)
  - a. Presentation skills
  - b. Interview Techniques
  - c. Group discussions
  - d. Non-verbal communications
- Overview of different tests for competitive exams
- Ethics for engineers
- Interpersonal relations
- Team works

Methodology of learning will be based on lecture-cum-interaction, workshops, expert Contact Hrs from industry people, assignments etc. Further, details are

**Professional Report Writing Skills:** Preparing Business letters, Memos, Notices & Minutes of the meeting

**Resume Writing:** CV writing Focusing on key parameters and discussing with classmates

**Conflict Management Skills:** Learning negotiation and conflict resolution skills through simulation exercise

**Leadership Skills:** Assertiveness, Innovation & Creativity, discussions on successful leaders and entrepreneurs

**Motivational Skills:** Motivational Theories and their practical applications, Ability to motivate self and others

**Stress Management Skills:** Practice different methods of Stress management, Introduction to Yoga & Pranayam, Use of prayer and Meditation, Effective use of music for relieving stress and enhancing concentration & consistency

**Group Dynamics:** Group Discussion, Role plays, In-Basket exercises, Video samples of mock GD

**Behavioural Skills:** Attitude and Altitude, Lateral Thinking, Psychometrics, Case study and Video samples

**Ethics & Values:** Openness and respect for individual, Practicing Helpfulness, Honesty, Integrity. Discussions & presentations on Corporate Social responsibility initiatives



## **BM- 407 (Information and Communication Technology- II Lab)**

<b>Course/Paper : BM- 407</b>	<b>MAM Semester IV</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hours</b>

**Objectives:** This course is designed to make the students aware about various computer applications.

### **Lab sessions related to:**

- ❖ Microsoft Word: features and hands on exercises
- ❖ Windows: Operating System
- ❖ Microsoft Excel:
  - Using mathematical, logical and statistical functions
  - Writing and using Macros
- ❖ Microsoft PowerPoint:
  - Creating Business Presentations
  - Creating Presentations with animation, video and audio clips
- ❖ The Internet and World Wide Web
  - Internet Basics, Types of Connection, Internet Protocol, IP Address, Connectivity to Internet, Wi-Fi connectivity
  - Creating WebPages in HTML
  - Viruses and protection against them
  - Creating blogs
- ❖ Working with Google Services: Docs, Spreadsheet, presenter, sites, etc
- ❖ Basics of DDL and DML commands -  
Create, Alter, Drop, Truncate, View commands. Insert, Select, Update, Delete Commands.
- ❖ Statistical Tools for execution using excel  
Tabulation, bar diagram, Multiple Bar diagram, Pie diagram, Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation, Correlation and Regression

# Rajasthan Technical University

## V SEM – Syllabus (Scheme - MAM)

Fifth Semester BM					Marks		
Code No.	Name of Subject	Number of Hours/ week			Internal/ Minimum Pass Marks	External/ Minimum Pass Marks	Total
		Lecture (L)	Tutorial (T)	Laboratory (P)			
BM-501	Organizational behavior	4	1	0	30/12	70/28	100
BM-502	Management Accounting	4	1	0	30/12	70/28	100
BM-503	Project management	4	1	0	30/12	70/28	100
BM-504	Business ethics	4	1	0	30/12	70/28	100
BM-505	Export-import procedures	4	1	0	30/12	70/28	100
BM-506	Skill Workshop - III	0	0	2	60/30	40/20	100
BM-507	Project Report of First Summer Industrial Training	0	0	2	60/30	40/20	100
	<b>Total</b>	<b>20</b>	<b>5</b>	<b>4</b>	<b>270</b>	<b>430</b>	<b>700</b>

<b>Course Code: BM 501</b>		<b>Course Name:</b> Organizational Behavior
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 4 L and 1 T hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>• To facilitate the development of a perspective to diagnose and effectively deal with the issues of human behaviour in organizations.</li> <li>• To enhance understanding of the dynamics of interaction and integration between the individual and the organization.</li> <li>• To explore the organization system in totality so as to capture the full complexity of organizational behaviour.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Introduction to Organizational Behavior</b> Definition, Significance, Types of Organizations, Trends, Impact of Globalization, OB-Emerging Challenges and Opportunities, Learning Organizations and Knowledge Management.	<b>10</b>
<b>II</b>	<b>Determinants of Individual Behavior</b> Individual Behavior: Basis & Impact, Personality: Meaning, Determinants, Personality Traits, Managerial Implications of Personality in Organization Attitude : Meaning and Concept Perception: Meaning, perceptual process, perceptual errors.	<b>14</b>
<b>III</b>	<b>Motivation and Learning</b> Definition, Nature and Importance, Theories of Motivation- content and process theories. Learning: Meaning and theories of learning	<b>08</b>
<b>IV</b>	<b>Foundations of Group Behavior</b> Formal and Informal Group, Types of Group, Stages of Group Development, Group Effectiveness.	<b>10</b>
<b>V</b>	<b>Conflict, Stress Management and Change</b> Meaning, Nature of Conflict, Types of Conflict, Levels of Conflict, Conflict Management Process, Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress. Organization Change, Process of Change, Managing Change	<b>08</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ul style="list-style-type: none"> <li>• Stephen Robbins, Timothy A Judge, Seema Sanghi, Organisational Behavior, 15th Edition, Prentice Hall of India, 2014</li> <li>• Fred Luthans, Organisational Behavior, 12th Edition, McGraw Hill/Irwin, 2010</li> </ul> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Paul Hersey &amp; Kenneth Blanchard, Management of Organization Behavior, Prentice Hall, 2007</li> <li>• Jerald Greenberg and Robert A. Baron, Prentice Hall, 9<sup>th</sup> Edition, 2009.</li> <li>• Margie Parikh, Rajan Gupta, Organization Behavior, McGraw Hill, 1<sup>st</sup> edition, 2009</li> <li>• Robert Kreitner, Arizona State Organization Behavior, McGraw Hill, 8<sup>th</sup> edition, 2009</li> <li>• Hersei, Blanchard, Johnson, Management of Organization Behavior: leading Human Resources, 9<sup>th</sup> Prentice, edition Hall India, 2008</li> </ul>	

<b>Course Code: BM 502</b>		<b>Course Name: Management Accounting</b>
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 4 L and 1 T hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>• The objective of the course is to enable the student to familiarize with the preparation and calculation knowledge of management accounting.</li> <li>• An understanding of the application of accounting techniques for management</li> <li>• The student will be able to understand the system of utilizing financial, costing, and other information to assist the management in the performance and evaluation of their functions.</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Management Accounting : An Introduction</b> Management Accounting : Definition, Nature and Scope Techniques or tools used in Management Accounting Objectives, Functions and Importance of Management Accounting, Difference between Financial and Management Accounting, Status, Qualities, Functions and Responsibilities of Management Accountant, Changing role of management accounting and recent developments. Management Accounting and Corporate Governance.	<b>15</b>
<b>II</b>	<b>Financial statement analysis</b> Ratio analysis- Types and Calculation, Comparative and common size financial statement.	<b>10</b>
<b>III</b>	<b>Analysis of Corporate Performance</b> Fund Flow Statement Analysis, Cash Flow Statement Analysis, Difference between fund flow and cash flow statement	<b>10</b>
<b>IV</b>	<b>Basic Cost Concepts</b> Cost sheet Cost-Volume-Profit Analysis, Budgetary Control. Marginal cost and CVP Analysis and Profit planning, Activity Based Costing: Meaning, need, Nature and Procedure of ABC.	<b>10</b>
<b>V</b>	<b>Valuation</b> Performance Budgeting , Zero Based Budgeting ,Valuation of Goodwill and Intangible Assets	<b>5</b>
<b>* A minimum of one case study will be discussed per unit of the syllabus.</b>		
<b>References:</b>	<b>Text Books:</b> <ul style="list-style-type: none"> <li>• S.P. Gupta : Management Accounting</li> <li>• S.N. Maheshwari : Advanced Accountancy</li> <li>• R.L. Gupta : Advanced Accountancy</li> <li>• M.D. Agrawal and N.P. Agrawal : Financial Management (Ramesh Book Depot)</li> <li>• Agrawal, Agrawal &amp; Sharma : Management Accountancy (Ramesh Book Depot)</li> <li>• Jain, Khandelwal, Pareek – Advanced Accountancy</li> <li>• Agarwal, Sharma, Goyal, Gupta – Management Accounting (Ramesh Book Depot, Jaipur).</li> </ul> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• J. Batty: Management Accountancy.</li> <li>• S.N. Chakrabarty : Management Accountancy.</li> </ul>	

<b>Course Code: BM- 503</b>		<b>Course Name: Project Management</b>
<b>Course Credit: 4.0</b>		
<b>Total No of Lectures Allocated: 50</b>		
<b>Time: 4 L and 1 T hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>• Explore students to all aspects of Project Management covering project identification, formulation, planning, scheduling &amp; control.</li> <li>• Enable students to acquire the concepts, tools &amp; techniques of project management.</li> <li>• Inculcate in the students the expertise required for formulating project ideas and projecting cash flows as well as evaluation of project proposals.</li> </ul>	
<b>Unit</b>		
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Introduction to Project Management</b> Definition, functions, evolution of project management, project life cycle, managing risks in projects.	<b>10</b>
<b>II</b>	<b>Project Feasibility Study</b> Developing a project plan, market analysis, technical analysis, financial analysis, evaluation of project proposals, and social cost benefit analysis.	<b>10</b>
<b>III</b>	<b>Project Scope Management &amp; activity Planning</b> Scope of work determination, work breakdown structure, activity relationship, duration, work packages, project organization structures and responsibilities.	<b>10</b>
<b>IV</b>	<b>Project Scheduling, CPM, PERT &amp; Resource Allocation</b> Tools and techniques for project scheduling, CPM, PERT, time - cost relationship. Examples	<b>10</b>
<b>V</b>	<b>Project Cost Estimation &amp; Close out</b> Budget preparation based dept. work basis, preparation of schedule of quantity (SOQ) Cost estimating process of SOQ, project cost control & project challenges.	<b>10</b>
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b> <ul style="list-style-type: none"> <li>• Vaidyanathan Ganesh, Project Management: Process, Technology and Practice, Pearson Education, 2012.</li> <li>• Carroll John, Project Management in easy steps, Second Edition, Tata McGraw Hill Education, 2011.</li> <li>• Gupta Rajeev M., Project Management, PHI Learning Private Ltd., 2011.</li> </ul> <b>Suggested readings:</b> <ul style="list-style-type: none"> <li>• Erickson Thomas, Project Management, Global Vision Publishing House, 2011.</li> <li>• Chandra Prasanna, Projects: Planning, Analysis, Financing, Implementation &amp; Review, Seventh Edition , Tata Mc-Graw Hill Education, 2009.</li> <li>• Sinha R.C., Project Management, Alpha Publication, 2011.</li> </ul>	

Course Code: BM-504		Course Name: Business Ethics	
Course Credit: 4.0			
Total No. of Lectures Allocated: 50			
Time: 4 L and 1 T hrs per week			
Aims and Objectives		<ul style="list-style-type: none"> <li>To improve ethical reasoning by correlating moral concepts to business practices.</li> <li>To understand Indian Ethos &amp; Values, practices of Indian industry and business.</li> </ul>	
Unit	Contents		Lectures
I	<b>Business Ethics</b> Definition, nature, principles, classification of ethics, nature, scope and purpose of business ethics; Relevance of values; Importance of Ethics & moral standards; Argument against business ethics		8
II	<b>Ethics and work life</b> Values and ethics of work life, managerial ethics, Indian Manager and group ethics, Managers facing unethical management, Introduction to work place ethics. Factors affecting employee ethics & organization ethics, Ethical Dilemmas at workplace, Work life balance.		10
III	<b>Ethical Issues</b> Relationship between Ethics & Corporate Excellence Corporate Mission Statement Marketing, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics, concept of Swadhram.		10
IV	<b>Gandhian approach in Management and Relevance of Bhagvad Gita in Management</b> Gandhiji's doctrine of Satya & Ahinsa, Concept, importance Gandhiji's Seven Greatest Social Sins, Doctrine of Karma, Guna Theory (SRT i.e. Sat, Raj & Tam Model), Bhagvad Gita & Self Management.		10
V	<b>Indian Ethos</b> Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making, Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders.		12
<b>*A minimum of one case study will be discussed per unit of the syllabi.</b>			
References:		<b>Text Books:</b> <ul style="list-style-type: none"> <li>U.C Mathur, Corporate Governance and business ethics MacMillan, 2009</li> <li>V. Balachandran, V. Chandrasekaran, Corporate Governance, Ethics and social responsibility, PHI Learning Pvt. Ltd. 2011</li> <li>Business Ethics and Ethos: Jyotsna Mehta, Preeti Gupta, Pragati Prakashan, 2009</li> <li>Manuel G. Velasquez, Business Ethics concept and cases, PHI Learning Pvt. Ltd. 2012</li> </ul> <b>Suggested readings:</b> <ul style="list-style-type: none"> <li>C.V Baxi, Corporate Governance, Excel Books, 2009</li> <li>Jyotsna Diwan Mehta, Priti Gupta, Business Ethics and Ethos, Pragati Prakashan, 2013-14</li> <li>Mehta, Dayal, Sharma, Business Ethics and Ethos, Ramesh Book Depot, 2009</li> <li>A.R Rao Business Ethics and Professional Values, Excel Books, 2009</li> <li>Balachandran &amp; Chandrasekaran, Corporate Governance &amp; Social Responsibility, Printice Hall Learning, 2009</li> <li>Prof. P. S. Bajaj &amp; Dr. Raj. Agarwal, Business Ethics: An Indian Perspectives, Wiley India Editor, 2010</li> <li>Velasquez, Business Ethics: Concepts &amp; Cases, Printice Hall Learning, 2010</li> <li>Rovera G. Monks, Nill Minow, Corporate Governance, Wiley India Editor, 2010</li> <li>Frederickson &amp; Ghere, Ethics in Public Management, Printice Hall Learning, 2007</li> </ul>	

<b>Course Code: BM 505</b>		<b>Course Name: Export-Import Procedures</b>
<b>Course Credit: 4.0</b>		
<b>Total no. of Lectures allocated : 50</b>		
<b>Time: 4 L and 1 T hrs per week</b>		
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>• The objective of the course is to equip the student with export-import procedure and documentation.</li> <li>• To make students acquainted with documentation and procedure of preparing documents related to export-import</li> <li>• To inform students about export-import assistance provided by government for export promotion</li> </ul>	
<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Export-Import Procedure: An Introduction</b> Registration of Exporters with Regional Licensing Authorities, Export Promotion Councils, Sales Tax Authorities. Application for Allotment of Importer/Exporter Code (IEC) Number, Modification in existing IEC Number Holder.  Various types of Exports: Free samples, Baggage, Gifts Spares, Third Party, Repaired Goods, by post.  Import Licensing Policy.	<b>10</b>
<b>II</b>	<b>Export-Import Promotion</b> Institutional Set-up for Export Promotion in India, 100% Export Oriented/SEZ Units, EPZs, Export Houses, Agricultural Export Zones.  Export Assistance and Support measures in India.  Counter Trade Arrangement, Export Procedure, Deemed Exports, Import Finance	<b>10</b>
<b>III</b>	<b>Export-Import Preparation</b> Processing of an Export Order, Terms of payment and Financing practices.  Quality Control and Pre-shipment Inspection, ISO 9000/BIS 14000,  Import Procedures, Export Incentives, Duty Drawback Duty Entitlement Pass Book Scheme	<b>10</b>
<b>IV</b>	<b>Pre-shipment Preparation</b> Packing and Packing of Export Consignments, Central Excise Rules, Cargo Insurance and Claim Procedures, Declaration of Exports and forms GR/SDF/PP/SOFTEX, Custom Clearance of Export Cargo	<b>10</b>
<b>V</b>	<b>Preparing Export Documents</b> Transport Documents, Invoices, Bill of Exchange, Pre-shipment Export Documents, Letter of Credit. Procedures for claiming Export Assistance.	<b>10</b>
<b>* A minimum of one case study will be discussed per unit of the syllabi.</b>		
<b>References:</b>	<b>Text Books:</b>	
	<ul style="list-style-type: none"> <li>• Jain, K.S., Export-Import Procedures and Documentation, Himalaya Publishing House,</li> </ul>	

	<p>2014.</p> <ul style="list-style-type: none"><li>• Cherian and Parab : Export Marketing, Himalaya Publishing Houses, Delhi.</li><li>• Khurana P.K., Export Management, Galgotia Publishing Company, 2006</li><li>• Varshney &amp; Bhattacharya, Export Management, Sultan Chand and Sons</li></ul> <p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"><li>• Government of India, Handbook of Procedures, Import and Export Promotion, New Delhi</li><li>• Exporter's Manual and Documentation : Nabhi`s</li><li>• Rathod, Rathore and Jani : International Marketing, Himalaya Publishing House, Delhi</li></ul>
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<b>Course Code: BM 506</b>
<b>Course Credit: 2.0</b>

<b>Course Name: Skill Workshop</b>
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<b>Aims and Objectives</b>	The Skill workshop is designed to develop and enhance managerial skills in the students for successful professional growth. This workshop continues to enhance the individual growth in continuation with previous Skill Workshop syllabi. The workshop shall enable the students to develop their linguistic and oratory skills and help them to proactively prepare for contrast situations arising in the organization
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<b>Course Outline</b>	
<p>Business English - Business terminology, antonyms, synonyms, business communication etiquettes pertaining to different culture- Middle East, Japanese, American, European. Common communication errors related to verb, adjective, adverb, prepositions, conjunctions, interrogation, tense, gender, number etc., common pronunciation errors.</p> <p>Practices of appreciation, motivation, criticism.</p> <p>Different types of Business Letters- their format and suitability. Other forms of written communication – different situations and formats for issuing notices, memos etc. Format of invoice, offer letters, export-import documents like Letter of Credit, Bill of Exchange</p> <p>Report Writing – Format of different types of Reports</p> <p>Oratory Skills – Structure of different types of business speeches, public speaking, Voice modulation. Quotations by prominent business personalities – case studies to justify their relevance.</p> <p>Body language – Appropriate body postures in standing or sitting position, body movements during presentations and speeches, gestures, facial expressions, eye movements in response to different situations Video samples.</p> <p>Students need to read the following book and make presentation in class, carry out activities and exercises keeping the content in focus.</p> <ul style="list-style-type: none"> <li>• “You Can Win” by Shiv Khera</li> </ul> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Chaturvedi P. D., &amp; Chaturvedi M. (2013). Business Communication: Skills, Concepts, and Applications. South Asia, Dorling Kindersley (India) Pvt. Ltd.</li> <li>2. Ober S. (2004). Contemporary Business Communication. New Delhi, Biztantra, An Imprint of Dreamtech Press.</li> <li>3. Ray R. (2004). Communication Today: Understanding Creative Skill. Mumbai, Himalaya Publishing House.</li> </ol>	

<b>Course Code: BM 507</b>	<b>Course Name: Project Report of First Summer Industrial Training</b>
<b>Course Credit: 2.0</b>	
<b>Total no. of Laboratory allocated : 28</b>	
<b>Time: 2 Laboratory hrs per week</b>	
<b>Aims and Objectives</b>	<ul style="list-style-type: none"> <li>• To provide an opportunity for students to apply theoretical concepts in real life situations at the work place;</li> <li>• To sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behavior;</li> <li>• To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks;</li> <li>• To enable students discover their professional strengths and weaknesses and align them with the changing business environment;</li> </ul>
<b>General Guidelines:</b>	
<p>At the end of fourth Semester each student shall undertake a Summer Industrial Training (SIT) for 4 weeks. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIT.</p> <p>The student will have to identify a project work in a business enterprise during summer training that matches the student's area of specialization. Students are expected to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems.</p> <p>The problem identified during summer training can be carried over to next summer training after sixth semester and finally to tenth semester in Industrial Application Project.</p> <p>The summer industrial training project report will be evaluated on internal and external basis. Evaluation and presentation of the report will be done by internal and external examiners. There will be external examiner to be selected by the Director/Principal/HOD of the institute from the panel of examiners, proposed by BOS and approved by Vice Chancellor. The concerned institute will bear the travelling, remuneration, DA and other incidental expenditure of external examiner with recourse to RTU.</p> <p>All the students will submit their Industrial Training Report within a period of three weeks in the concerned institute/school; this period shall be counted from the last date of completion of their Summer Training. The supervisor in the organization under whose guidance the summer training is carried out will be required to grade the student's report in the format prescribed by the university (Annexure – A). Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 60 marks) on the basis of the assessment report provided by the organization where the Summer Training has been completed and his/her own assessment about the work done by the student. The evaluation of the remaining 40 marks shall be made by external examiner appointed by the University who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Summer Training. The report shall be of 30-40 pages written in student's own handwriting. The typed report shall not be accepted.</p> <p>The student has to maintain daily work record in a diary which shall be evaluated along with report by the examiners.</p> <p>One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem.</p> <p>The Report will have two certificates. One by the Head of the Institute/College and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.</p> <p>The SIT may or may not have a Functional Focus, i.e. the student may take up a SIT in his/her intended area of specialization or in any other functional area of management. Ideally the SIT should exhibit a cross-functional</p>	

orientation. The student shall submit a written structured report based on work done during this period.

SIT can be carried out in:

- Corporate Entity
- NGO
- SME
- Government Undertaking
- Cooperative Sector

SIT may be a research project –based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIT shall sensitize the students to the demands of the workplace.

The learning outcomes and utility to the organization must be specifically highlighted.

The report should be well documented and supported by –

1. Executive Summary
2. Organization profile
3. Outline of the problem/task undertaken
4. Research methodology & data analysis (in case of research projects only)
5. Relevant activity charts, tables, graphs, diagrams, etc.
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.) It should reflect the nature and quantum of work undertaken by the student. The report must reflect 4 weeks of work and justify the same.

The completion of the SIT shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ Government Entity/ Cooperative/ etc.) shall also certify the SIT work. The student shall submit one hard copy (Hand written) of the training report within three weeks of start of V Sem. The same copy shall be returned to the student by the Institute after the External Viva-Voce. The students are required to fill a log book in which she/he shall write the daily works accomplished with date wise and shall submit the same along with the training report.

These guidelines are also applicable to second summer industrial training (4 weeks) which is after sixth semester.

See the Appendix B for further guidelines to be followed.