

RAJASTHAN TECHNICAL UNIVERSITY



COMPLETE SCHEME FOR TEN SEMESTERS AND COMPLETE I & II
SEMESTERS SYLLABUS

APPROVED BY BOARD OF STUDIES

(Scheme approved in Meeting of BOS on 30.05.2013, FOMS on 31.05.2013
and syllabus of I and II semesters got approved in the meeting of BOS on
13.06.2013)

FOR

MASTER OF APPLIED MANAGEMENT (MAM)

2013-2015

RAJASTHAN TECHNICAL UNIVERSITY

	BM-305A	Business Statistics	4
	BM-306A	Skill Workshop – 1	2
	BM-307A	Business Communication Lab	2
IV	BM-401A	Entrepreneurship	4
	BM-402A	Business Policy	4
	BM-403A	Managerial Economics	4
	BM-404A	Legal aspects of business	4
	BM-405A	Management of NGOs	4
	BM-406A	Skill Workshop – II	2
	BM-407A	ICT Lab – II	2
		First Summer Industrial Training (4 weeks) (Supervised)	
V	BM-501A	Organizational behavior	4
	BM-502A	Management Accounting	4
	BM-503A	Project management	4
	BM-504A	Business ethics	4
	BM-505A	Export-import procedures	4
	BM-506A	Skill Workshop – III	2
	BM-507A	Project Report of First Summer Industrial Training	2
VI	BM-601A	Marketing management	4
	BM-602A	Creativity and innovation	4
	BM-603A	Company law	4
	BM-604A	Information systems	4
	BM-605A	Research Methodology	4
	BM-606A	Skill Workshop – IV	2
	BM-607A	Creativity and Innovation lab	2

		Second Summer Industrial Training (4 weeks) (Supervised)	
VII	BAM-701A	Operations Research	4
	BAM-702A	Financial Management	4
	BAM-703A	Human Resource Management	4
	BAM-704A	Taxation	4
	BAM-705A	New Enterprise and Innovation Management (NE & IM)	4
	BAM-706A	OR Lab	2
	BAM-707A	Project Report of Second Summer Industrial Training	2
VIII	BAM-801A	First Specialization based Elective	4
	BAM-802A	First Specialization based Elective	4
	BAM-803A	First Specialization based Elective	4
	BAM-804A	International Business	4
	BAM-805A	Operations and Supply management	4
	BAM-806A	Skill Workshop – V	2
	BAM-807A	ERP lab	2
IX	MAM-901A	Second Specialization based elective	4
	MAM-902A	Second Specialization based elective	4
	MAM-903A	Second Specialization based elective	4
	MAM-904A	Strategic Management	4
	MAM-905A	Seminar on Contemporary Management Issues	4
	MAM-906A	Group Discussion Lab	2
	MAM-907A	Specialization Lab	2
X	MAM-1001A	Industrial Application Project	24

Total Credits 240

**Specialization and associated electives of VIII
(Other Specializations and elective subjects may be added by the University).**

International Business	Intellectual Property Rights and Patents
	Logistics
	International economics
	Global Financial Markets & Instruments
	Foreign Trade Policy of India
Finance	International finance
	Corporate finance
	Working capital management
	Investment Management & Portfolio Analysis
	Management of Financial Services
Human resource management	Labour Laws
	Organizational Development & Managing Change
	Managing People & Performance In Organizations
	HR Planning & Staffing
	Learning & Development
Marketing	Brand management
	Services marketing
	Rural marketing
	Integrated Marketing Communication
	Sales and Distribution Management

First 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-101A	Communicative English	4	1	0	30/12	70/28	100
BM-102A	Society and Culture	4	1	0	30/12	70/28	100
BM-103A	Elementary Mathematics & Statistics-1	4	1	0	30/12	70/28	100
BM-104A	Introductory Psychology	4	1	0	30/12	70/28	100
BM-105A	Computer Applications	4	1	0	30/12	70/28	100
BM-106A	ICT Lab - 1	0	0	2	60/30	40/20	100
BM-107A	Communication Lab	0	0	2	60/30	40/20	100
Total		20	5	4	270	430	700

Second 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-201A	Micro Economics	4	1	0	30/12	70/28	100
BM-202A	Foreign language (Spanish/French)	4	1	0	30/12	70/28	100
BM-203A	Business Mathematics & Statistics-2	4	1	0	30/12	70/28	100
BM-204A	Financial Accounting	4	1	0	30/12	70/28	100
BM-205A	Environment management	4	1	0	30/12	70/28	100
BM-106A	Foreign Language Lab	0	0	2	60/30	40/20	100
BM-107A	Accounting Lab	0	0	2	60/30	40/20	100
Total		20	5	4	270	430	700

Third 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-301A	Business communication	4	1	0	30/12	70/28	100
BM-302A	Fundamentals of Management	4	1	0	30/12	70/28	100
BM-303A	Business environment	4	1	0	30/12	70/28	100
BM-304A	Elements of direct & indirect taxes	4	1	0	30/12	70/28	100
BM-305A	Business Statistics	4	1	0	30/12	70/28	100
BM-106A	Skill Workshop - 1	0	0	2	60/30	40/20	100
BM-107A	Business Communication Lab	0	0	2	60/30	40/20	100
	Total	20	5	4	270	430	700

Fourth 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-401A	Entrepreneurship	4	1	0	30/12	70/28	100
BM-402A	Business policy	4	1	0	30/12	70/28	100
BM-403A	Managerial Economics	4	1	0	30/12	70/28	100
BM-404A	Legal aspects of business	4	1	0	30/12	70/28	100
BM-405A	Management of NGOs	4	1	0	30/12	70/28	100
BM-406A	Skill Workshop – II	0	0	2	60/30	40/20	100
BM-407A	ICT Lab - II	0	0	2	60/30	40/20	100
	Total	20	5	4	270	430	700

First Summer Industrial Training (4 weeks) (Supervised)

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-501A	Organizational behavior	4	1	0	30/12	70/28	100
BM-502A	Management Accounting	4	1	0	30/12	70/28	100
BM-503A	Project management	4	1	0	30/12	70/28	100
BM-504A	Business ethics	4	1	0	30/12	70/28	100
BM-505A	Export-import procedures	4	1	0	30/12	70/28	100
BM-106A	Skill Workshop - III	0	0	2	60/30	40/20	100
BM-107A	Project Report of First Summer Industrial Training	0	0	2	60/30	40/20	100
Total		20	5	4	270	430	700

Sixth 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-601A	Marketing management	4	1	0	30/12	70/28	100
BM-602A	Creativity and innovation	4	1	0	30/12	70/28	100
BM-603A	Company law	4	1	0	30/12	70/28	100
BM-604A	Information systems	4	1	0	30/12	70/28	100
BM-605A	Research Methodology	4	1	0	30/12	70/28	100
BM-106A	Skill Workshop - IV	0	0	2	60/30	40/20	100
BM-107A	Creativity and Innovation lab	0	0	2	60/30	40/20	100
Total		20	5	4	270	430	700

Second Summer Industrial Training (4 weeks) (Supervised)

Seventh Semester BAM					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)			
BAM-701A	Operations Research	4	1	0	30/12	70/28	100
BAM-702A	Financial Management	4	1	0	30/12	70/28	100
BAM-703A	Human Resource Management	4	1	0	30/12	70/28	100
BAM-704A	Taxation	4	1	0	30/12	70/28	100
BAM-705A	New Enterprise and Innovation Management (NE & IM)	4	1	0	30/12	70/28	100
BAM-706A	OR Lab	0	0	2	60/30	40/20	100
BAM-707A	Project Report of Second Summer Industrial Training	0	0	2	60/30	40/20	100
Total		12	5	4	330	370	700

Eighth Semester BAM					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)			
BAM-801A	First Specialization Elective	4	1	0	30/12	70/28	100
BAM-802A	First Specialization Elective	4	1	0	30/12	70/28	100
BAM-803A	First Specialization Elective	4	1	0	30/12	70/28	100
BAM-804A	International Business	4	1	0	30/12	70/28	100
BAM-805A	Operations and Supply Management	4	1	0	30/12	70/28	100
BAM-806A	Skill Workshop - V	0	0	2	60/30	40/20	100
BAM-807A	ERP lab	0	0	2	60/30	40/20	100
Total		12	5	12	330	370	700

Ninth Semester MAM					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)			
MAM-901A	Second Specialization elective	4	1	0	30/12	70/28	100
MAM-902A	Second Specialization elective	4	1	0	30/12	70/28	100
MAM-903A	Second Specialization elective	4	1	0	30/12	70/28	100
MAM-904A	Strategic Management	4	1	0	60/30	40/20	100
MAM-905A	Seminar on Contemporary Management Issues	4	1	0	60/30	40/20	100
MAM-906A	Group Discussion Lab	0	0	2	60/30	40/20	100
MAM-907A	Specialization Lab	0	0	2	60/30	40/20	100
	Total	20	5	4	330	370	700

Tenth Semester MAM					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)			
MAM-1001A	Industrial Application Project	0	0	30	420/210	280/140	700
	Total	0	0	30	420	280	700

List of Electives (Eighth Semester and Ninth Semester)

BAM (International Business)

Name of Subject
Intellectual Property Rights
Logistics
International economics
Global Financial Markets & Instruments
Foreign Trade Policy of India

BAM (Finance)

Name of Subject
International finance
Corporate finance
Working capital management
Investment Management & Portfolio Analysis
Management of Financial Services

BAM (Human resource management)

Name of Subject
Labour Laws
Organizational Development & Managing Change
Managing People & Performance In Organizations
HR Planning & Staffing
Learning & Development

BAM (Marketing)

Name of Subject
Brand management
Services marketing
Rural marketing
Integrated Marketing Communication
Sales and Distribution Management

Model scheme of semester subjects along with the credits

Sem	Subject	Subject Title	Credits
I	BM-101A	Communicative English	4
	BM-102A	Society and Culture	4
	BM-103A	Elementary Mathematics and Statistics - 1	4
	BM-104A	Introductory Psychology	4
	BM-105A	Computer Applications	4
	BM-106A	Information and Communication Techniques Lab-1	4
	BM-107A	Communication Lab	
II	BM-201A	Micro Economics	4
	BM-202A	Foreign language (Spanish/French)	4
	BM-203A	Business Mathematics and Statistics - 2	4
	BM-204A	Financial Accounting	4
	BM-205A	Environment management	4
	BM-206A	Foreign Language Lab	2
	BM-207A	Accounting Lab	2

Semester-I

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

Course Code: BM-102A		Course Name: Society and Culture
Course Credit: 4.0		
Total No. of Lectures Allocated: 50		
Time: 5 Lecture hours per week		
Aims and Objectives	<ul style="list-style-type: none"> To make the students develop an insight about the various aspects of Indian Society and Culture To study the changes in the society and culture 	
Unit		
Unit	Contents	Lectures
I	Demographic Profile and Indian Society: 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	10
II	Social Stratification and Change: 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	10
III	Indian Culture, Socialization and Women Status: 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	10
IV	Indian Polity: Preamble, Features of Indian Constitution, Citizenship, fundamental rights/directives, Institutions of Democracy	10
V	Contribution of Thinkers: August Comte, Emily Durkheim, Herbert Spencer, Karl Marx, Max Weber, Mahatma Gandhi, Dr. Ambedkar and Yogendra Singh	10
*A minimum of one case study will be discussed per unit of the syllabi.		
References:	Suggested Readings:	
	<ul style="list-style-type: none"> Das Veena, 'Handbook of Indian Sociology', Oxford India, 2004 Rao Shankar N. C., 'Sociology of Indian Society', Sultan Chand, 2006 Hussain Abid Sayed, 'The National Culture of India', National book Trust, India, 2008 Simon David, 'Fifty Key Thinkers on Development', MPG BooksLtd Bodmin 	

Course Code: BM-103A		Course Name: Elementary Mathematics & Statistics-1.
Course Credit: 4.0		
Total no. of Lectures allocated : 50		
Time: 5 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none"> To introduce students to the elements of business mathematics to enhance their problem-solving and decision-making abilities in different areas of business.
Unit	Contents	Lectures
I	Arithmetic 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.	08
II	Algebra 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.	12
III	Matrix & Determinants 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.	10
IV	Interest Calculation of Simple Interest, Compound interest (reducing balance & Flat rate of interest), Difference between SI and CI	10
V	Introduction to Statistics 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.	10
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Suggested Readings:	
	<ul style="list-style-type: none"> Dorofeev G., Potapov M., Rozov N., Elementary Mathematics, G.K. Publ., Pvt. Ltd., 2012. Rich Barnett and Schmidt Philip, Schaum's Outline of Review of Elementary Mathematics, 2nd Edition, McGraw Hill, 2011. Sharma J.K., Business Statistics, Second Edition, Pearson, 2013. Anderson, Sweeny and Williams, Statistics for Business and Economics, Eleventh Edition, South Western Publishers, 2012. Gupta A., Business Statistics, Vayu Education of India, 2012 Burton David M., Elementary Number Theory, 7th Ed., Tata Mcgraw Hill Education, 2010. Amir D. Aczel, Jayavel Sounderpandian, Palanisamy Saravanan, Rohit Joshi, Complete Business Statistics, Seventh Edition, Tata Mcgraw Hill, 2012. Vohra N.D., Business Statistics, First Edition, Tata Mcgraw Hill Education, 2012. Dudley Underwood, Elementary Number Theory, 2nd Edition, Dover Publications, 2008. 	

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

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

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

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

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-107A: COMMUNICATION LAB

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

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

Course Code: BM-201A		Course Name: Micro Economics
Course Credit: 4.0		
Total no. of Lectures allocated : 50		
Time: 5 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none"> • To enable the students to understand the micro economic concepts relevant for business decisions • To help the students to understand the application of economic principles in business management
Unit	Contents	Lectures
I	Introduction Introduction to Micro Economics: Importance and Limitations of Micro Economics. Fundamental Concepts: Cardinal theory of utility, Marginal utility, Diminishing marginal utility, Equi-marginal utility.	06
II	Demand and Supply Analysis 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.	14
III	Cost analysis 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	09
IV	Revenue Analysis 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.	14
V	Introduction to Market Structure Market Structure: Types, characteristics	07
*A minimum of one case study will be discussed per unit of the syllabi.		
References:	Suggested Readings:	
	<ul style="list-style-type: none"> • Microeconomics by Pindyck, Robert S and Rubinfeld, Daniel L, PHI pvt ltd. • Micro Economic Theory by M L Jhingan, Vrinda Publication. • Managerial Economics by D N Dwivedi, Vikas Publishing House • Macroeconomics by Rudiger Dornbusch, Stanely Fischer, and Richard Startz, Ninth edition, McGraw-Hill, 2004 • Macroeconomics for Management Students by A Nag, Macmillan Publishers India Ltd. • Managerial Economics: Theory and Applications by D M Mithani • Indian Economy by S K Mishra, Himalaya publishing house 	

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

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

Course Code: BM- 203A		Course Name: Business Mathematics & Statistics-2
Course Credit: 4.0		
Total no. of Lectures allocated : 50		
Time: 5 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none"> To acquaint with the use of mathematical analysis techniques in decision making. 	
Unit	Contents	Lectures
I	Set Theory & Logarithm 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.	10
II	Arithmetic and Geometric Progression Arithmetic and Geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers	10
III	Permutation and Combination: 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	10
IV	Probability Theory, Basic concepts, binomial distribution.	10
V	Statistics Graphical and Diagrammatic Representation: Construction of Histogram, Frequency Polygon and Pie Chart. Measures of Central Tendency 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.	10
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Suggested Readings:	
	<ul style="list-style-type: none"> Dikshit, Amarnath & Jain, Jinendra Kumar, 'Business Mathematics', Himalaya Publishing House Pvt Ltd., Mumbai, 2011 Sancheti, D.C., Kapoor , V. K., 'Business Mathematics' Sultan chand & sons, Delhi, 2002 Patri D, Patri D N, 'Business Mathematics', Kalyani publisher, 2005 Raghavachari, M.; 'Mathematics for Management', Tata McGraw Hill, 2004. 	

Course Code: BM-204A		Course Name: Financial Accounting
Course Credit: 4.0		
Total no. of Lectures allocated : 50		
Time: 5 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none"> • To familiarize the students with the preparation & calculation of financial accounts. • To develop an understanding of accounting data which helps in managerial decision making.
Unit	Contents	Lectures
I	Introduction to Financial Accounting Accounting as an information system, Nature and Purpose of Financial Accounting, Generally Accepted Accounting Principles (GAAP) – conventions and concepts, Users of accounting statements.	07
II	Preparation of Books of Original Records 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.	11
III	Preparation of Final Accounts 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).	12
IV	Fund Flow Analysis Meaning and Importance of Fund Flow Analysis. Preparation of Statement of Changes in Working Capital, Funds from Operations and Fund Flow Statement.	10
V	Introduction to Cost Accounting 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.	10
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Suggested Readings:	
	<ul style="list-style-type: none"> • Maheshwari S.N., Suneel K Maheshwari and Sharad K Maheshwari, Financial Accounting, Fifth Edition, Vikas Publishing House Pvt. Ltd., 2012. • Agarwal Bhavna, Financial Accounting, Mohit Books International, 2012. • Maheshwari P. Rajendra, Satish C. Bhatia, Renu Gupta, Financial Accounting, First Edition, International Book House, 2012. • Paul D. Kimmel, J.Jerry , Weygandt, E.Donald ,Financial Accounting : Tools for Business Decision Making ,Wiley Publication, 2008. • Kaur Jasmine, Financial Accounting, Taxmann Allied Services Pvt. Ltd., 2011. • Narayanaswamy R., Financial Accounting: A Managerial Perspective, Fourth Edition, PHI Learning Private Limited, 2011. • Anthony, Hawkins, Merchant, Accounting, Text and Cases, Tata McGraw Hill Publication, 12th Edition, 2006. • Ramachandran & Kakani, Financial Accounting for Management, Tata McGraw Hill, Third Edition, 2011. 	

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

Course Code: BM-206A		Course Name: Foreign Language Lab (French)
Course Credit:		
Total Number of Lectures Allocated : 28		
Time: Lecture Hours/Week		
Aims and Objectives	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		
Tutorial	Contents	Lectures
I	<ul style="list-style-type: none"> 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. 	05
II	<ul style="list-style-type: none"> 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. 	05
III	<ul style="list-style-type: none"> To ask the price of the things while shopping and bargaining. 	05
IV	<ul style="list-style-type: none"> To describe something, to ask for an excuse, to reserve tickets, to advise someone. 	05
V	<ul style="list-style-type: none"> 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. Prepare the project (PowerPoint, word) on the French culture, food, religion, monuments festivals, etc. 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. 	08
References:	Suggested readings	
	<ul style="list-style-type: none"> Le nouveau sans frontieres level- I (methode de francais – published by CLE international Paris, 1998, Indian edition. Le nouveau sans frontieres – workbook vol-1 Four audiocassettes accompanying the written material Larousse compact dictionary : Fre->Eng./Eng.->Fre Conjugaison – Le Robert & Nathan Larousse grammaire francaise Grammaire collection “Le Nouvel Entraînez-Vous”, level debutant. 	

Course Code: BM-206A		Course Name: Foreign Language Lab (Spanish)
Course Credit:		
Total Number of Lectures Allocated : 28		
Time: Lecture Hours/Week		
Aims and Objectives	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		
Tutorial	Contents	Lectures
I	<ul style="list-style-type: none"> •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. 	05
II	<ul style="list-style-type: none"> •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. 	05
III	<ul style="list-style-type: none"> •To ask the price of the things while shopping and bargaining. 	05
IV	<ul style="list-style-type: none"> •To describe something, to ask for an excuse, to reserve tickets, to advise someone. 	05
V	<ul style="list-style-type: none"> • 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. •Prepare the project (PowerPoint, word) on the Spanish culture, food, religion, monuments festivals, etc. •Use of Spanish teaching websites on internet. 	08
References:	Suggested Readings	
	<ul style="list-style-type: none"> • Le nouveau sans frontieres level- I (methode de francais – published by CLE international Paris, 1998, Indian edition. • Le nouveau sans frontieres – workbook vol-1 • Four audiocassettes accompanying the written material • Larousse compact dictionary : Spa->Eng./Eng.->Fre • Conjugaison – Le Robert & Nathan 	

BM-207A: ACCOUNTING LAB

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

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