

G.B. TECHNICAL UNIVERSITY LUCKNOW



Syllabus

for

Dual Degree Course in Management

Master of Applied Management (MAM)

(Effective from the Session: 2013-14)

EVALUATION SCHEME

(Year-1)

2013-14: Semester I

S.No	Course Code	Subject	Periods (Hrs.)			Evaluation Scheme						Total	Credits
			L	T	P	Internal Evaluation			End Semester				
						CT	TA+AT 10+10	TOT	P	Th.	P		
1	MAM 101	English Language	3	2	0	30	20	50	-	100	-	150	4
2	MAM 102	Principles of Management	3	2	0	30	20	50	-	100	-	150	4
3	MAM 103	Business Mathematics	3	2	0	30	20	50	-	100	-	150	4
4	MAM 104	Human Skills and Personality Development	3	2	0	30	20	50	-	100	-	150	4
5	MAM 105	Introduction to IT and Computer Applications	3	2	0	30	20	50	-	100	-	150	4
TOTAL			15	10		150	100	250		500	-	750	20

Semester II

S.No	Course Code	Subject	Periods (Hrs.)			Evaluation Scheme						Total	Credits
			L	T	P	Internal Evaluation			End Semester				
						CT	TA+AT 10+10	TOT	P	Th.	P		
1	MAM 201	Managerial and Communication Skills - I	3	2	0	30	20	50	-	100	-	150	4
2	MAM 202	Foreign Language (French)	3	2	0	30	20	50	-	100	-	150	4
3	MAM 203	Business Statistics	3	2	0	30	20	50	-	100	-	150	4
4	MAM 204	Financial Accounting	3	2	0	30	20	50	-	100	-	150	4
5	MAM 205	Business Environment	3	2	0	30	20	50	-	100	-	150	4
TOTAL			15	10		150	100	250		500	-	750	20

Details of narrations used in the above table:

- I. L/T/P: Lecture/Tutorial/Practical
- II. CT: Class Test,
- III. TA: Teacher Assessment
- IV. AT: Attendance

SEMESTER-I

MAM 101 English Language

L-3, T-2, P-0

Credits-20

Unit-I

Basic Applied Grammar and Usage

The sentences; Kinds of Sentences, Parts of Speech- (a) Noun: Definition; Kinds; Gender; Number; Case; Usage, (b) Pronoun: Definition; Kinds; Gender; Number; Person; Usage (c) Adjective: Definition; Kinds; Degree; Conversion to Abstract Noun, Adverb, Verb; Usage,(d) Verbs: Definition; Kinds; Auxiliaries; Present, Past, Past Participle, Present Participle; Helping Verbs; Usage, (e) Adverbs: Definition; Kinds; Formation, Position; Degree of Comparison; Usage, (f) Preposition: Definition; Kinds; Usage, (g) Conjunction: Definition; Kinds; Usage and (h) Interjection: Definition; Usage, Articles- A, AN, THE- Usage; Omission, Capital letters and Punctuation, Tenses- Present, Past and Future, Indefinite, Continuous, Perfect, Perfect Continuous, Usage, Direct- Indirect Speech- Rules for conversion with examples, Active- Passive Voice **14**

Unit-II

The Structure of Sentences / Clauses

Introduction to Clauses: Noun Clause, Adjective Clause, Adverb Clause, Usage Changing sentences; Affirmative to Negative sentences and vice versa, Affirmative and Negative sentences to Interrogative sentences and vice versa, Types of sentences- Simple, Compound, Complex; Transformation; Usage, Direct- Indirect Speech- Rules for conversion with examples, Active- Passive Voice **10**

Unit-III

Paragraph writing

Introduction to Structure and Construction of a Paragraph; Techniques of Paragraph writing, Emphasis, Expansion, and Paraphrasing **10**

Unit-IV

Comprehension and Precis writing

Comprehension writing; Listening / Reading Comprehension Material, Developing skills of Comprehension writing, Exercises, Précis writing: Techniques, Exercises, Short Essay writing: Essays- Definition and Types, Relevant Essay writing for Professionals, Types- Narrative; Descriptive; Reflective; Expository; Argumentative; Imaginative and Dimensions- Literary; Scientific; Sociological; Contemporary Problem solving **14**

Text Book

1. A Remedial Course in English for College Books 1-3 by B.K. Das & A. David, Oxford Univ. Press, New Delhi.

Reference Books

1. Current English Grammar and Usage with Composition by R.P. Sinha, Oxford Univ. Press, New Delhi.
2. English Grammar, Composition and Usage by J.C.Nesfield, Macmilan India Ltd., Delhi
3. Oxford Practice Grammar by John Eastwood, Oxford Univ. Press, New Delhi.
4. Fowler's Modern English Usage by R.W. Burchfield, Oxford Univ. Press, New Delhi.
5. English Grammar & Composition and Usage by P.C.Wren & Martin, S. Chand & Co. Ltd., New Delhi

SEMESTER- I

MAM 102 Principles of Management

L-3,T-2, P-0

Credits-20

Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Unit I

Introduction: Management Concept, Process and Significance of Management; Managerial, skills, Functions and Roles; Management vs. Administration; Evolution and Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches. **14**

Unit II

Planning: Objectives and Scope of Planning; Types of plans; Planning Process; Forecasting; Management By Objective (MBO): Concept, Types, Process of Decision-Making; Bounded Rationality,

Organising: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Staffing: Concept, Nature and Importance of Staffing. **14**

Unit III

Controlling: The basic concepts, scope and principles, Importance of Controlling
Motivation: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z;

Leadership: Meaning and Importance; Traits of a leader; Leadership Styles –and Models **14**

Unit IV

Controlling: Concept,,Types and Scope of Control; ; Control Process; Control Techniques – Traditional and Modern; Effective Control System **6.**

Text Books

1. Robbins, (2009). Fundamentals of Management: Essentials Concepts and Applications, 6th edition, Pearson Education.
2. Stoner, Freeman and Gilbert Jr. (2010)Management, 8th Edition, Pearson Education.

Reference Books

1. Koontz, H.(2008), Essentials of Management, McGraw Hill Education.
2. Gupta, C.B. (2008), Management Concepts and Practices, Sultan Chand and Sons, New Delhi.
3. Ghillyer, A, W., (2008) Management- A Real World Approach, McGraw Hill Education.
4. Mukherjee, K, (2009), Principles of Management, 2 Edition, McGraw Hill Education.

SEMESTER-I
MAM 103 Business Mathematics

L-3 ,T-2, P-0

Credits-20

Objectives: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications. Course Contents

Unit I

Principle of Counting: Permutations and Combination, Concept of Factorial, Permutation with Restriction, Mathematics Induction: Principle, Sequences & Series -A.P.& G.P. **12**

Unit II

Matrix Algebra: The Inverse of a Matrix.

Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Analysis. **14**

Unit III

Differential Calculus: Optimization Using Calculus, Point of Inflexion Absolute and LocalMaxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure, Applications in Business. **12**

Unit IV

Integral Calculus & Differential Equations: Business application, Consumer's or Producer's surplus, Differential Equations and its Business applications. **10**

Text Books

3. Tuttle, Michael, D., (2008) Practical Business Math: An Applications Approach, 8th Edition, Prentice Hall.
1. Trivedi, ((2010)), Business Mathematics, 1 edition, Pearson Education.

References

2. Cleaves, Cheryl, and Hobbs, Margie, (2008) Business Math, 7th Edition, Prentice Hall.

SEMESTER - I

MAM 104 Human Skills and Personality Development

L-3 ,T-2 ,P-0

Credits-20

Objectives

1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own and personality, character and future goals.

Unit I

Project and Report writing and Proposals: – How to write an Effective Report, Basics of Project writing, Paragraph writing, Paper reading, Basics of Project presentation.

12

Unit II

How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation, Factors affecting Presentation and How to control them, Interactive Presentation & Presentation as Part of a Job Interview, Concept of Effective Listening.

12

Unit III

Basic Guidelines for a Good Resume, How to Face an Interview Board, Body Posture, Importance of Gestures and Basics of Good Interviews. Mock Interview Practice in Classrooms Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face interactions.

12

Unit IV

Leadership – Basic Traits of a Leader, with Case Study, Knowing Your Skills and Abilities; Introduction to Group Discussion Techniques with Debate and Extempore, Personality Development. Audio Video Recording and Dialogue and Discussion Sessions on Current and Emerging issues related to National and International ,Environment, Economy, Education, and Politics.

12

Text Books

1. Bovee, Thill and Chaturvedi, (2010), Business Communication, 2 edition, Pearson Education.
 2. Lillian, Chaney, (2008), Intercultural Business Communication, 4thst edition, Pearson Education.
- Reference Books: 1. Chaturvedi, Mukesh, (2009), Business Communication: Concepts, Cases & Applications, 1 edition, Pearson Education.
2. McGraw, S. J., (2008), Basic Managerial Skills for All, 8th edition, Prentice Hall of India.

SEMESTER-I

MAM 105 Introduction to IT & Computer Application

L-3 ,T-2, P-0

Credits-20

Objectives: This is a basic paper for Business Administration students to familiarize with computer and it's applications in the relevant fields and expose them to other related papers of IT. Course Contents

Unit I

Basics of Computer and its Evolution, Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Various Fields of Computer, Input-output Devices (Hardware, Software, Function of Different Units of Computer, Classification of Computers. Data Representation Different Number System), Binary Arithmetic

14

Unit II

Computer Software: Types of Software, Compiler and Interpreter, Generations of languages, Computer Memory: Primary Memory (ROM and it's type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory.

12

Unit III

Introduction to Operating System (OS); Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration, Important Terms like Directory, File, Volume, Label, Drive Name, etc. Introduction to Windows Operating System: All Directory management: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Management: Creating a File, Deleting, Coping, Renaming a File

12

Unit IV

Basic concept of Data Communication and Networking: Networking Concepts, Types of networking, Communication Media, Mode of Transmission Analog and Digital,. Synchronous and Asynchronous Transmission, Different Topologies Introduction to Business application softwares for word processing, database management.

10

Text Books

2. Goyal, Anita, ((2010)) Computer Fundamentals, 1 Edition, Pearson Education.

Reference Books

2. Joseph A. Brady and Ellen F Monk, (2007) Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning.

3. Rajaraman, V., (2009) Introduction to Information Technology, Prentice Hall of India.

4. Deepak Bharihoke, (2009), Fundamentals of Information Technology, 3 Edition, Excel Books.

SEMESTER-II

MAM 201 Managerial Communication Skills - I

L-3,T-2, P-0

Credit-20

Objectives

1. To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
2. The students should improve their personality, communication skills and enhance their self-confidence.

Unit-I

Fundamental of Grammar and their Usage: Process of improving Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building for effective communication, Common Errors in Business Writing.

12

Unit-II

Introduction to Business Communication: Forms, Process and Principles of Effective Business Communication, Media of Communication: Types of Communication: Barriers of Communication

12

Unit-III

Business letter writing: Layout and Types of Letter Writing, 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, Minutes of Meeting (MoM), Office Orders, Press Release/s.

12

Unit-IV

Public Speaking: Business Manners. Body Language, Email Telephonic, conversation Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.

12

Text Books:

1. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009) Business Communication Today, Pearson Education.
2. Murphy and Hildebrandt, (2008) Effective Business Communication, McGraw Hill Education.

SEMESTER-II

MAM 202 Elements of Economic and Management

L-3,T-2,P-0

Credit-20

Unit 1: Nature and Scope of Economics-Micro Economics and Macro Economics. Business Economics and its relevance in business decisions. Fundamental Principles of Business Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle.

Unit 2: Demand Analysis and Demand Forecasting-Theory of Demand. Types of Demand and their characteristics. Utility Analysis. Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Estimation of Revenue. Average Revenue. Marginal Revenue and Elasticity of Demand. Techniques of Demand Forecasting. Indifference Curve Analysis-Concept and Properties of Indifference Curves. Income Effect. Substitution Effect and Price Effect.

Unit 3: Concept of Cost and Cost Classification. Accounting Cost and Economic Cost. Law of Variable proportions - Increasing, Decreasing and Constant Returns. Cost output relationship in the short-run. Cost output relationship in the Long-run, Production Functions. ISO-Cost Curves and their significance in cost analysis. Economies of Scale. Least Cost Combination Concept.

Unit 4: Perfect and Imperfect Market Structures. Pricing under Perfect Competition. Prices under short-run and Long-run. Pricing under Monopoly and Monopolistic Competition. Pricing under Oligopoly. Kinked Demand Curve. Discriminating Prices, Factor Pricing-Pricing of labour as a factor of production. Marginal productivity theory of factor pricing. Concept of Profit. Accounting Profit and Economic profit. Theories of Profit. Dynamic Theory of Profit. Risk and Uncertainty-Bearing Theory of Profit.

Innovation Theory of Profit. Profit Forecasting and Management of Profit. Profit Standards and the problems relating to Profit Maximization.

References:

1. Haynes, Mote & Paul : Business Economics, McGraw Hill Publication
2. Dean Joel : Business Economics, Prentice-Hall
3. Gupta G.S. : Business Economics, Tata McGraw Hill Publication
4. Dwivedi D. N. : Business Economics, Pearson Education India
5. Petersen, Lewis and Jain : Business Economics. Pearson Education India
6. Varshney & Maheshwari : Business Economic, Sultan Chand & Sons
7. Stonier & Hague : A Text Book of Economic Theory, Pearson
8. Mankiw : Economics-Principles and Application,
Cengage Learning.
9. Slowman & Sutcliffe : Economics for Business, Pearson Education

SEMESTER-II
MAM 203 Business Statistics

L-3,T-2,P-0

Credit-20

Objectives: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers. Course

Contents

Unit I

Statistics: Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles, deciles and percentiles; Measures of variation – Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation . **12**

Unit II

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; and Limitations of Regression and Correlation Analysis; Real business world application. **12**

Unit III

Linear Programming: Concept Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance, Usage & Application in Business Decision Making. **12**

Unit IV

Transportation and Assignment problems: General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method, Vogel Approximation Method and Testing for Optimality; Assignment Problem: Different Methods Operations, Scheduling: Scheduling Problems. **12**

Text Books:

1. Vohra, N.D., (2009) Quantitative Techniques in Management, 4 edition, McGraw Hill Education.
2. Vishwanathan, P.K., (2008) Business Statistics and Applied Orientation, 1st edition, Pearson Education.

Reference Books

1. Rajagopalan, S. and Sattanathan, R., (2009) Business Statistics & Operations Research, 2nd Edition, McGraw Hill Education.
2. Sharma, J.K., (2009) Operations Research: Problems & Solutions, 2nd edition, Macmillan India Ltd.
3. Taha, Hamdy, (2008) Operations Research: An Introduction, 8th edition, Pearson Education.
4. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009) Quantitative Analysis for Management, 10th edition, Pearson Education.

SEMESTER-II
MAM 204 Financial Accounting

L-3 , T-2, P-0

Credit-20

Objectives: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit I

Meaning and Scope of Accounting: Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting.

Accounting Principles and Standards: Accounting Principles, Concepts and Conventions, Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI.

Journalising Transactions: Journal, Rules of Debit and Credit, Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Purchase Return, Sales Journal, Sales Return Journal, Voucher System. **16**

Unit II

Ledger Posting and Trial Balance: Ledger, Posting, Rules Regarding Posting, Trial Balance.

Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized, Expenditure. **8**

Unit III

Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories. **Depreciation Provisions and Reserves:** Concept of Depreciation, Causes of Depreciation, Concept of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, as per current accounting standards (AS) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect). **10**

Unit IV

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of two classes of Shares, Right Shares, Re-issue of Shares. **Debentures:** Classification of Debentures, Issue of Debentures, Different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption

of Debentures. Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of as per current Schedule. 14

Text Books

1. Bhattacharyya, Asish K., (2010) Essentials of Financial Accounting, Prentice Hall of India.
2. Maheshwari, S.N. and Maheshwari, S. K., (2009) An Introduction to Accountancy, Eighth Edition, Vikas Publishing House.

Reference Books

1. Bhattacharya, S.K. and Dearden, J., ((2003)) Accounting for Manager – Text and Cases, 3rd Edition, Vikas Publishing House.
2. Glautier, M.W.E. and Underdown, B. (2010). Accounting Theory and Practice, Pearson Education.

SEMESTER-II

MAM 205 Environment Management

L-3, T-2, P-0

Credits: 20

Objectives :

To develop knowledge base for demographic and environmental factors affecting Business. To make the students aware of environmental problems related to Business and Commerce. To inculcate values of Environmental ethics amongst the students.

UNIT-I

Meaning and definition of Demography – need of demographic Studies for Business. Distribution of Population and Population Growth Physical and cultural factors affecting the distribution of population. Density of population – over, optimum and under populated regions – Meaning and definition of population growth –Methods of calculating population Growth – Measures of fertility and mortality and factors affecting fertility and mortality.

14

Unit – II

Population as Resource, Literacy, sex ratio, Age & Sex Pyramid, Occupational Composition – Classification Of population as Urban and rural – below poverty line population – working population – dependent Population.

8

Unit – III

Urbanisation –Meaning of urbanization – Urbanisation as Behavioural, structural, demographic, concepts of Urbanisation – Problems of Urbanisation.

8

Unit – IV

Environment Meaning and definition of environment Types of Environment –Physics and Cultural components of environment resources –need of environmental studies for Business Management –Environment factors affecting Business – Physical factors i.e.topography, climate, minerals, water resources, cultural factors –infrastructure – technology tradition, political set up, social set up, educational set – up.

10

Unit -VI

Environmental issues related to Business Global warming and Kyoto Protocol, Oil Crisis and its impact on Business problems related to water resources Industries & pollution – Air, Water, Noise.

8