Unit I

Unit II
Objectives: Nature, Hierarchy and objective setting, MBO

Managerial functions, Planning : Steps and types of plans, Basics of strategies and policies (Formulation, Evaluation, Correction)

Unit III
Organizing, Basic concepts, Combining jobs, Organizational structure, Elements of organizing: Span of Control, Departmentation, Authority and responsibility, Centralization and decentralization, Line and staff relationship

Unit IV
Staffing and directing, Leadership: Styles, Behavioral and Situational approaches, Leadership effectiveness, Co-ordination functions in organization, Committees and group decision making, Communication (formal and informal), Stress- sources, Consequences of stress, Managing Stress.

Unit V
Controlling: System and Process of Controlling, Control Techniques and Information Technology

Suggested Readings:
1. Koontz Harold, and O'Donnel, Principles of Management, Mc Graw Hill, India
Unit I
Introduction: Concept, Nature and significance of business environment

Unit II
Industrial environment: New industrial policy, Recent five year plan, Industrial sickness, MRTP Act, Special economic zones (SEZs)

Unit III
Economic environment: SEBI, Indian Fiscal and Monetary Policy, Recent Union budget, Liberalization, Globalization, FDI, Basic Foreign Trade Policies, Competition Act 2005, FEMA, Multinationals and transnationals corporations

Unit IV
Social environment: Social responsibilities of business, Consumerism, Consumer protection Act

Unit V
Business Ethics: Characteristics and needs

Suggested Readings:
MAM T103- Basic Accounting

Unit-I
Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & relation), Objectives, scope, and limitations of accounting, Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting (advance and conceptual study)

Unit-II
Basic accounting cycle, Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry in both classification, Journalizing of transactions, Sub division of journal, Posting to ledger, Preparation of trial balance, Advance practical problem on all aspects of journal, ledger and trial balance

Unit-III
Rectification of errors, Adjustments and their entries, Preparation of final accounts, Advance practical problems on all aspects

Unit-IV
Accounting for depreciation (As per Accounting standard-6), Bank Reconciliation statement, Advance practical problems on all aspects

Unit-V
Accounting for non-profit organizations, Introduction to accounting standards, Need, Benefits and limitations, General awareness about all Accounting Standards

Suggested Readings:

1) Leslie K. Breitner- Core Concepts of Accounting(Pearson, 10th Edition)
3) Chowdhary Anil- Fundamentals of Accounting and financial analysis(Pearson 1st Edition)
4) Haneef, Mukherjee- Modern Accountancy (TMH)
MAM T104  Marketing Management (Part I)

Unit I
Introduction, Definition, Core concept of marketing: Needs, Wants, Demands, Customer, Consumer, Markets and Marketers, Various concepts: Marketing, Selling, Production, Societal marketing

Unit II
Market Segmentation and its bases, Marketing environment, Factors affecting marketing environment, Marketing information system, Marketing research, Strategic marketing planning
Market targeting, Product positioning, Product differentiation

Unit III
Marketing mix decisions, New product development, Product mix, Branding and packaging decisions, Product life cycle

Unit IV
Pricing decisions, Pricing objectives, Policies methods of setting price, Pricing Strategies, Channels of distribution, Current trends in wholesaling and retailing, Retail distribution system in India, Promotion mix, Advertising, Sales promotion, Personal selling, Publicity and public relations, CRM, B2B, C2C, Direct selling, Internet marketing, Rural marketing

Suggested Readings: