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M.A.M. (FIRST SEM. NOV. 2016)  
Exam, Dec., 2016  
M.A. M.Sc. ....  
First/Third Semester FIRST SEM.  
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FOR COLLEGE ONLY

Ss. 407 A  
2/16

MAM T101 Principles of Management

**Unit I**

Management- Definitions, Nature and significance, Evolution of management and major schools of thoughts (Classical School -Scientific Management School, Management Process School and Bureaucracy; Hawthorne Experiments and Human Relations School).

**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
2. George R. Terry and Stephen G. Franklin, Principles of Management, All India Book Seller, New Delhi.
3. Stone, Wankai, Management, PHI, New Delhi.
4. Weirich, Koontz, Management - A Global perspective, McGraw Hill. India.

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~~B.P.S. TOMAR~~

S.S. 407-13  
2/16

**MAM T102 Business Environment**

**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  
Business Ethics: Characteristics and Needs

**Unit V**

Technological environment : Technology & Business, Issues in Technology Transfer  
Environmental Management : Issues & Challenges, Environmental Safety

**Suggested Readings:**

1. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
2. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).
3. Shaikh & Saleem - Business Environment (Pearson, 1st Edition)
4. Suresh Bedi - Business Environment (Excel Books, 1st Edition).
5. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).

S. Ananthi

~~B.P.S. TOLAK~~

SS. 407-C

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**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, 10<sup>th</sup> Edition)
- 2) Mukherjee – Financial Accounting: A managerial perspective (PHI, 2<sup>nd</sup> Edition)
- 3) Chowdhary Anil- Fundamentals of Accounting and financial analysis(Pearson 1<sup>st</sup> Edition)
- 4) Haneef, Mukherjee- Modern Accountancy (TMH)

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**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:**

1. Kotler Philip - Marketing Management, Analysis, Planning, Implementations and Control (Pearson Education 12th Edition).
2. Stanton William J - Fundamentals of Marketing (Mc Graw Hill)
3. Kotler, Philip and Armstrong Graw - Principles of Marketing (Pearson Education, 11th Edition).
4. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12th Edition).
5. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition).
6. Etzel M.J., Walker B.J. and Stanton William J - Marketing concept & Cases special Indian Edition (Tata McGraw Hill, 13th Edition).
7. Mc. Carthy and Perreault - Basic Marketing: A Global Marketing Approach (Tata Mc Graw Hill, 15th Edition).
8. Kurtz and Boone - Principles of Marketing (Thomson India edition, 2007)

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