

KADI SARVA VISHWAVIDYALAYA GANDHINAGAR

Course Details for MASTER IN APPLIED MANAGEMENT (MAM) PROGRAMME

CURRICULUM:

The course curriculum and syllabus for MAM of Kadi Sarva Vishwavidyalaya is devised considering the norms of AICTE. This syllabus has endeavored to strike a balance between theory and practice and classic and contemporary concepts. The MAM programme will be conducted on a semester basis with ten semesters spread over five academic years. The duration of each semester will be around 16 weeks.

The courses in the first year of MAM are as follows:

SEMESTER – III

Course Code	Subject name
MAM 301	Managerial Economics
MAM 302	Management Principles
MAM 303	Business Environment
MAM 304	Elements of Direct and Indirect Taxes
MAM 305	Public Relations

SEMESTER – IV

Course Code	Subject name
MAM 401	Entrepreneurship
MAM 402	Strategic Management
MAM 403	Micro Economics
MAM 404	Legal Aspects of Business
MAM 405	Management of Cooperatives

The courses in the first year of MAM are as follows:

SEMESTER – III

Course Code	Subject name	Credits	Evaluation components		
			Continuous Evaluation	Midterm exam	End term exam
MAM 301	Managerial Economics	4	30%	30%	40%
MAM 302	Management Principles	4	30%	30%	40%
MAM 303	Business Environment	4	30%	30%	40%
MAM 304	Elements of Direct and Indirect Taxes	4	30%	30%	40%
MAM 305	Public Relations	4	30%	30%	40%

SEMESTER – IV

Course Code	Subject name	Credits	Evaluation components		
			Continuous Evaluation	Midterm exam	End term exam
MAM 401	Entrepreneurship	4	30%	30%	40%
MAM 402	Strategic Management	4	30%	30%	40%
MAM 403	Micro Economics	4	30%	30%	40%
MAM 404	Legal Aspects of Business	4	30%	30%	40%
MAM 405	Management of Cooperatives	4	30%	30%	40%

EVALUATION:

- (a) The objective of evaluation in the MAM Programme is not only to measure the performance of students but also to motivate them for better performance. Students are to be evaluated on the basis of class tests, quizzes, class participation, home assignments, project reports and Mid-semester and End-semester examinations. The method of evaluation as well as weightage to be assigned to different types of tests will be determined by the faculty teaching the course within the frame work of the department's policy. The evaluation scheme of each course is to be announced to the candidates by the faculty for each course in the beginning of the semester.
- (b) At the end of each semester, the performance of students will be evaluated in terms of letter grades and reports which have the following equivalent grade points and connotations:

(i)	Letter Grades	Grade Points
Passed	A+	4.001 to 4.300
Passed	A	3.701 to 4.000
Passed	A-	3.301 to 3.700
Passed	B+	3.001 to 3.300
Passed	B	2.701 to 3.000
Passed	B-	2.301 to 2.700
Passed	C+	2.001 to 2.300
Passed	C	1.701 to 2.000
Failed	C-	1.301 to 1.700
Failed	D+	1.001 to 1.300
Failed	D	0.701 to 1.000
Failed	D-	0.001 to 0.700
Failed	F	0.00

(ii)	Reports	Connotations
	I	Incomplete
	S	Satisfactory
	U	Unsatisfactory

- (c) The student is required to fulfill the following conditions:

To maintain minimum grade of C or more in each component i.e. Mid Sem Exam (Out of 30 Per Cent), Continuous Evaluation Component (Out of 30 Per Cent) and End Sem Exam (Out of 40 Per Cent) of each Semester. The range of grade "C" is equivalent grade Point of "1.701-2.000".

PROVISION FOR PROMOTION IN NEXT SEMESTER:

1. The student will be promoted from first semester to second semester provided his/her term is granted for first semester and he/she has cleared CEC Component with requisite grade.
2. The student will be promoted from second semester to third semester provided his/her term is granted for second semester and he/she has cleared CEC Component with requisite grade.
3. The student will be promoted from third semester to fourth semester provided : (1) his/her term is granted for third semester and he/she has cleared CEC Component with requisite grade, and (2) the student need to clear all the components of first semester with requisite passing grades.
4. The student will be promoted from fourth semester to fifth semester provided : (1) his/her term is granted for fourth semester and he/she has cleared CEC Component with requisite grade, and (2) the student need to clear all the components till second semester with requisite passing grades.
5. The above mentioned rules (no 3 & 4) are applicable (in same manner) for promotion in semester sixth to ten.

AWARD OF DEGREE:

The course shall provide an undergraduate degree in 3 or 4 years, (BM / BAM) followed by a Master's degree in five years (MAM).

(1) Award of a Bachelor's degree (BM) at the end of three years, if one wishes to discontinue the studies,

Or

Award of a Bachelor's degree in Applied Management (BAM) at the end of four years

And

(2) Award of Master's degree in Applied Management (MAM) at the end of five years

Note: (BAM shall not be awarded to one who has acquired BM degree however; a certificate for credits acquired at 4th year shall be given).

- (a) If the student clears all the components for all subjects in all six semesters with requisite grade, he/she will be awarded BM Degree.
- (b) If the student clears all the components for all subjects in all eight semesters with requisite grade, he/she will be awarded BAM Degree.
- (c) If the student clear all the components for all subject in all ten semesters with requisite grade, he/she will be awarded MAM Degree otherwise his/her result of Semester – X will be withheld until he/she clears earlier components in all subject/s with requisite grade.

(d) If a student has not been able to complete any course, he/she will be given ["I"] report implying **incomplete**. This grade will have to be removed within a specific time period as allotted by the College / Department, failing which he/she will be given "F" grade.

(e) After the successful completion of the three, four and five years of programme as per the requirements laid down as above, the University will issue a consolidated transcript of all the semesters.

Since the MAM Programme is a professional course wherein the students will be subject to a continuous evaluation throughout the duration of the programme, no class/division will be awarded. The students shall be recommended for the award of MAM Degree, only after satisfactory completion of all the requirements of the programme as laid down by the each Department. Hence, there shall be no provision in the programme with regard to gracing and/or condonation in any form.

No candidate will be allowed to reappear at any semester examination which he/she has already passed.

ATTENDANCE:

Candidates shall be required to attend at least 75% of the total class room sessions separately under each of the courses offered to them during the semester. In case a candidate fails to meet the minimum requirement, he/she will have to repeat the respective semester.

CONVERSION OF GRADES INTO PERCENTAGES:

The University has a policy of awarding letter grades and the overall performance of a student is indicated in terms of Cumulative Grade Point Average (CGPA). No class is awarded for the degree of Masters in Applied Management (M.A.M.).

The minimum passing standard is "C" Grade or equivalent to **1.701** Grade Point. The maximum C.G.P.A. is 4.30 which is equivalent of 91.00 percent while the lowest C.G.P.A. is 0.01 which is equal to 5.00 percent. Considering this normal distribution between 5.00 percent (CGPA=0.01) and 91.00 percent (CGPA=4.30), the conversion factor for each additional 0.01 C.G.P.A. is equal to 0.20 percent.

Accordingly, the CGPA and its equivalent percentage shall be as under:

EXAMPLE: If a student gets 2.98 C.G.P.A. for the complete program, its equivalent percentage will be worked out by two different styles as under:

Example Style No. 1			Example Style No. 2 (Easier Way)		
2.95 (Refer Table)	=	64.00	= (Obtained Grade X 20) + 5		
+ 0.03 = (3 x .20)	=	00.60	= (2.98 X 20) + 5		
----		=====	= 64.60 Per cent		
2.98	TOTAL=	64.60 Per cent			

C.G.P.A.	Percentage	C.G.P.A.	Percentage	C.G.P.A.	Percentage
0.01	5.00	2.40	53.00	3.40	73.00
0.25	10.00	2.45	54.00	3.45	74.00
0.50	15.00	2.50	55.00	3.50	75.00
0.75	20.00	2.55	56.00	3.55	76.00
1.00	25.00	2.60	57.00	3.60	77.00
1.25	30.00	2.65	58.00	3.65	78.00
1.50	35.00	<u>2.70 B-</u>	<u>59.00</u>	<u>3.70 A-</u>	<u>79.00</u>
1.75	40.00	2.75	60.00	3.75	80.00
1.80	41.00	2.80	61.00	3.80	81.00
1.85	42.00	2.85	62.00	3.85	82.00
1.90	43.00	2.90	63.00	3.90	83.00
1.95	44.00	2.95	64.00	3.95	84.00
<u>2.00 C</u>	<u>45.00</u>	<u>3.00 B</u>	<u>65.00</u>	<u>4.00 A</u>	<u>85.00</u>
2.05	46.00	3.05	66.00	4.05	86.00
2.10	47.00	3.10	67.00	4.10	87.00
2.15	48.00	3.15	68.00	4.15	88.00
2.20	49.00	3.20	69.00	4.20	89.00
2.25	50.00	3.25	70.00	4.25	90.00
<u>2.30 C+</u>	<u>51.00</u>	<u>3.30 B+</u>	<u>71.00</u>	<u>4.30 A+</u>	<u>91.00</u>
2.35	52.00	3.35	72.00		

Explanation of Grade, Grade Points, Equivalent Percentage and Percentage Bracket

Table No. 1.1						
Explanation of Grade, Grade Points, Equivalent Percentage and Percentage Bracket						
Grade	Grade Points			Equivalent Percentage	Percentage Bracket	Marks out of 30
	From	to	To			
A+	4.001	to	4.3	91	85-91	27.914

A	3.701	to	4	85	79-85	25.821
A-	3.301	to	3.7	79	71-79	23.030
B+	3.001	to	3.3	71	65-71	20.937
B	2.701	to	3	65	59-65	18.844
B-	2.301	to	2.7	59	51-59	16.053
C+	2.001	to	2.3	51	45-51	13.960
C	1.701	to	2	45	39-45	11.867
C-	1.301	to	1.7	39	31-39	9.077
D+	1.001	to	1.3	31	25-31	6.984
D	0.701	to	1	25	19-25	4.891
D-	0.001	to	0.7	19	5-19	0.007
F	0		0	5	0-5	0.000

EVALUATION SYSTEM

(a) There is a continuous evaluation system under which each student's performance is evaluated over the entire semester for all the courses.

(b) For each course various components of evaluation with their respective weight shall be as follows:

Continuous evaluation components: 30 %

Mid-term Examination: 30 %

End semester examination: 40 %

The continuous evaluation shall cover test elements like case discussions, seminar presentations, quizzes, assignments, projects etc. The teacher concerned shall announce the weightage for each of the above components according to the need of the course within the overall limit of 30 %. The detailed course outline covering the above elements with weightage including session plan shall be prepared by him and shall be distributed to all the students in the beginning of the semester.

(c) The instructor will evolve the criteria for grading individual component/question and the grades will be awarded from F to A+. For the purpose of determining result of the course, all the grades of individual element/question will be assigned grade-points from the grade conversion table provided in **Table – A**. The illustration showing calculation to determine the grade for the entire course is provided in **Table - B**.

(d) In order to arrive at the final grade for a semester /year, the grade as well as grade point determined as above for each course will be taken as a base and the cumulative grade point average will be determined based on simple average method.

TABLE: A

Grade	Range	100%	1%	2%	3%	4%	5%	6%	7%	8%	10%	15%	20%	25%	30%	40%	60 %
A+	4.001 – 4.300	4.3	0.043	0.086	0.129	0.172	0.215	0.258	0.301	0.344	0.43	0.645	0.86	1.075	1.29	1.72	2.58
A	3.701 – 4.000	4.0	0.040	0.080	0.120	0.160	0.200	0.240	0.280	0.320	0.40	0.600	0.80	1.000	1.20	1.60	2.40
A-	3.301 – 3.700	3.7	0.037	0.074	0.111	0.148	0.185	0.222	0.259	0.296	0.37	0.555	0.74	0.925	1.11	1.48	2.22
B+	3.001 – 3.300	3.3	0.033	0.066	0.099	0.132	0.165	0.198	0.231	0.264	0.33	0.495	0.66	0.825	0.99	1.32	1.98
B	2.701 – 3.000	3.0	0.030	0.060	0.090	0.120	0.150	0.180	0.210	0.240	0.30	0.450	0.60	0.750	0.90	1.20	1.80
B-	2.301 – 2.700	2.7	0.027	0.054	0.081	0.108	0.135	0.162	0.189	0.216	0.27	0.405	0.54	0.675	0.81	1.08	1.62
C+	2.001 – 2.300	2.3	0.023	0.046	0.069	0.092	0.115	0.138	0.161	0.184	0.23	0.345	0.46	0.575	0.69	0.92	1.38
C	1.701 – 2.000	2.0	0.020	0.040	0.060	0.080	0.100	0.120	0.140	0.160	0.20	0.300	0.40	0.500	0.60	0.80	1.20
C-	1.301 – 1.700	1.7	0.017	0.034	0.051	0.068	0.085	0.102	0.119	0.136	0.17	0.255	0.34	0.425	0.51	0.68	1.02
D+	1.001 – 1.300	1.3	0.013	0.026	0.039	0.052	0.065	0.078	0.091	0.104	0.13	0.195	0.26	0.325	0.39	0.52	0.78
D	0.701 – 1.000	1.0	0.010	0.020	0.030	0.040	0.055	0.060	0.070	0.080	0.10	0.150	0.20	0.250	0.30	0.40	0.60
D-	0.001 – 0.700	0.7	0.007	0.014	0.021	0.028	0.035	0.042	0.049	0.056	0.07	0.105	0.14	0.175	0.21	0.28	0.42
F	0.000-0.000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

TABLE: B

Suppose a student is getting the following grades for each of the three major components in a subject, his grade for that subject will be determined as follows:

Continuous Evaluation 30 %			Internal Test 30%			Uni. Examination 40%		
ELEMENT	GRADE	GP	ELEMENT	GRADE	GP	ELEMENT	GRADE	GP
QUIZ-1 5%	A	0.200	QUE:1 5%	A	0.200	QUE :1 8%	A+	0.344
QUIZ-2 5%	B	0.150	QUE:2 10%	C+	0.230	QUE : 2 8%	A	0.320
PRESENT 5%	B+	0.165	QUE:3 10%	B+	0.330	QUE : 3 8%	B+	0.264
SEMINAR 5%	C	0.100	QUE:4 5%	D+	0.065	QUE : 4 8%	C	0.160
ASSIGN 5%	B-	0.135				QUE : 5 8%	B-	0.216
PROJECT 5%	A-	0.185						
TOTAL 30%	B+	0.935	TOTAL 30%	B	0.825	TOTAL 40%	B+	1.304

Overall grade for the course will be calculated as follows:

COMPONENT	GRADE	GRADE – POINT
A: CONTINUOUS EVALUATION	B+	0.935
B: INTERNAL TEST	B	0.825
C: UNIVERSITY EXAMINATION	B+	1.304
OVERALL GRADE – POINT		3.064
OVERALL GRADE		B+

TABLE: C - SEMESTER: I

Sr. No.	Subject	Grade	Grade point
1	CC 101	B+	3.270
2	CC 102	A-	3.425
3	CC 103	B	2.850
4	CC 104	B-	2.555
5	CC 105	C+	2.215
		TOTAL	14.315
		C.G.P.A	2.863
		GRADE	B
		EQ. PERCENT	62.26

CALCULATION OF CUMULATIVE GRADE – POINT AVERAGE FOR THE YEAR:

C.G.P.A. SEMESTER : 1	2.763	SEMESTER : 3	2.890
C.G.P.A. SEMESTER : 2	2.677	SEMESTER : 4	2.780
	-----		-----
TOTAL	5.449	TOTAL	5.670
	=====		=====
C.G.P.A. FOR YEAR-1	2.720	C.G.P.A. FOR YEAR-2	2.835
	=====		=====
GRADE FOR THE YEAR	B	GRADE FOR THE YEAR	B

C.G.P.A. FOR THE B.M. DEGREE = [Three year CGPA Total]/3

C.G.P.A. FOR THE B.A.M. DEGREE = [Four year CGPA Total]/4

C.G.P.A. FOR THE M.A.M. DEGREE = [Five year CGPA Total]/5

MAM Semester – III

SYLLABUS

MAM 301 – Managerial Economics

Course Objectives:

This paper will help the students to improve their analytical skill in the field of Economics and to apply the same for rational managerial decisions. This paper will also able to develop the economic way of thinking in dealing with practical business problems and challenges.

Focus:

The emphasis in this course will be on basics of demand and supply, production and cost analysis under different market conditions and different types of market.

Teaching Methods:

- Lectures
- Case study
- Minor projects

Course Duration:

The course duration is of 50 sessions of 60 minutes each.

Evaluation Scheme

60% (Internal + CEC) + 40% University Exam = 100%

Continuous Evaluation Component

Assignments	10 %
Presentations	10 %
Class Participation & Attendance	10 %

Detailed Session Plan

Unit No.	Topics to be covered	No. of Session Required
I	Nature & Scope of Economics Economics: Definition, Nature & Scope, Micro and Macro Economics, central problems of an economy, Production possibility curve and opportunity cost,	7
II	Demand & Supply Utility Analysis – total utility and marginal utility, law of diminishing utility, consumers' equilibrium, Meaning: Demand and Supply, Law of Demand and supply, Types of Demand, Determinants of demand and supply, Indifference curve analysis, consumers' equilibrium, equilibrium price, shifts in demand & supply,	10

III	Production and cost analysis Short run production, Long run production, relationship between production and cost, types of cost, cost in short and long run, Isoquant & Isocost, expansion path, returns to scale, economies of scale.	17
IV	Macro Economics Introduction, Circular flow of income & expenditure, national income, inflation, Aggregate demand and Aggregate supply, The influence of monetary and fiscal policy on aggregate demand and supply, The short-run trade-off between inflation and unemployment	16

Textbooks:

1. Managerial Economics; Atmanand: 2nd Edition; Excel Publication
2. Economics – Principles and Applications; Mankiw; Latest Edition; Cengage learning

Reference Books:

1. Managerial Economics, Sadanand Prusty, Latest Edition, PHI
2. Managerial Economics, G S Gupta, Latest Edition, Tata McGraw Hill
3. Principles of Economics, D N Dwivedi, Latest Edition, Vikas Publishing House Pvt. Ltd.
4. Micro Economic Theory, H L Bhatia, Latest Edition, Modern Publisher
5. Micro Economic Theory, M L Jhingan, Latest Edition, Konark Publisher Pvt. Ltd.
6. Economic System and Micro Economic Theory, S K Agarwal, Latest Edition, Galgotia Publishing Company

List of Magazines, Journals and Websites to be referred:

Newspapers: The Times of India, The Business Standard, The Indian Express, The Economic Times, The Financial Express etc.

Magazines & Journals: Asia Economic Review (Quarterly), Fortune International (Monthly), Indian Journal of Economics (Quarterly), Business & Economics (Fortnightly), Business India (Fortnightly), Business Today (Fortnightly), Business World (Weekly), Global CEO (Monthly) etc.

MAM 302–Management Principles

Course Objectives:-

The objective is to help the students understand the fundamental concepts of principles of management; the basic functions of management like planning, organizing, controlling and leading. It is also intended to give an overview of the historical development, theoretical aspects and practical application of managerial process.

Focus:

The focus of the course is on basic functions of Management i. e. Planning, Organizing, Leading and Controlling. This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management with special attention to managerial responsibility for effective and efficient achievement of goals.

Teaching Methods:

- Lectures
- Group Discussions
- Case Studies

Course Duration:

The course duration is of 50 sessions of 60 minutes each.

Evaluation Scheme:

60% (Internal + CEC) + 40% University Exam = 100%

Continuous Evaluation Component:

Assignments	10 %
Presentations	10 %
Class Participation & Attendance	10 %

Detailed Session Plan:

Session	Course Content	Chapter	Weightage
1-10	Nature and Functions of Management, Development of Management Thought, Social Responsibilities of Business	1, 2, 3	25%
11-20	Planning, Decision-Making, Business Forecasting and Operations Research	4, 5, 6	20%
21-32	Organisation, Authority Delegation and Decentralisation,	7, 8, 9, 10,	25%

	Coordination, Informal Organisation, Staffing, Training and Development, Performance Management, Compensation Plans	11, 12, 13, 14	
33-40	Direction and Supervision, Communication, Leadership	15, 16, 17	15%
41-48	Managerial Control, Organisational Change	18, 19	15%
48-50	Revision		100%

Textbook:

Principles of Management. P. C. Tripathi and P N Reddy, Fourth Edition or Latest, TMH.

Reference Books:

Sr. No	Author/s and Edition	Publication	Title
1	James A .F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Sixth Edition (Eighth Impression, 2011)	Pearson	Management
2	Richard L. Daft, 10 th or Latest Edition	Cengage Learning	New Era of Management
3	Robbins & Coulter, Latest Edition	Pearson Education	Management
4	Koontz, Latest Edition	Tata McGraw Hill	Principles of Management
5	Massie, Joseph L, Latest Edition	PHI	Essentials of Management
6	Robbins S.P. and Decenzo David A, Latest Edition	Pearson Education	Fundamentals of Management: Essential Concepts and Applications
7	Rajeesh Viswanathan	Himalaya Publishing	Principles of Management: Concepts & Cases

Further Reading:

Reading national business dailies like The Economic Times, The Business Standard, The Financial Express etc. is a must for an MBA student. Students are also advised to read business magazines like Business India, Business Today, Business & Economy, Dare, Outlook Business, Indian Management, Fortune etc. to keep updates of happening in world of business. The website of all these newspapers and magazines generally provide online excess for all articles published in real editions. Our library also has research journals of national and international repute and they give insight into research and progress in different aspects of management.

MAM 303–Business Environment

Course Objectives:

The objective of this course is to ensure that students learn how to comprehend factors of business environment and their impact on business. They should learn to interpret, analyse and implement this understanding to reactive and proactive decision making for the sustainable business.

Focus:

The focus of the course is on Political, Economic, Social, Technological and International Business Environmental factors influencing business operations and respective industry.

Teaching Methods:

- Lectures
- Group Discussions
- Case Studies

Course Duration:

The course duration is of 50 sessions of 60 minutes each.

Evaluation Scheme:

60% (Internal + CEC) + 40% University Exam = 100%

Continuous Evaluation Component:

Assignments	10 %
Presentations	10 %
Class Participation & Attendance	10 %

Detailed Session Plan:

Session	Course Content	Chapter	Weightage
1-3	Introduction to Business Environment Introductory Cases – Indian Two-wheeler Industry (from Business Environment: text and Cases by Francis Cherunilam) & Punjab Tractors (Case Material To be Provided in Class)	3	5%
4-15	Economic Environment Monetary, Fiscal Policy & Union Budget; Industrial Policy & Economic Reforms • Recommended newspapers and magazines are to be referred for detailed Union Budget. • Web Source: www.indiabudget.nic.in	13 & 21	15%

	• Reference material will be provided.		
16-18	Economic Environment Types of Economic System & Policies related to Business	9, 10, 11	5%
19-20	Social Environment Introduction; Significance; Business & Society; Consumer Protection Act	23, 25	15%
21-23	Social Environment Corporate Governance in India	28	5%
24-29	Technological Environment Introduction; Significance; Technology Transfer Process ; Implication of Technological environment on Business and economy; ISO, BIS; IT Evolution & Business Environment; India & Intellectual Property Rights • Web Source for ISO: www.iso.org • Further reading: Intellectual Property India Annual Rep. 12-13	5, 39	15%
30-42	International Environment Introduction; Significance; Globalization, MNC and Foreign capital in India; Foreign Trade Policy	38	10%
30-42	International Environment FERA & FEMA; Bilateral trade, Multilateral Trade, India and WTO; The World Bank Group; The International Monetary Fund	32, 48, 49, 50	15%
43-48	Natural Environment Overview, Environmental Protection; Waste Management and Pollution Control; Environmental Risk Management; India's Environment Policy; Ecological Implication on society Further Reading: Chapter no. 6, reference book 1 & Chapter 41, reference book 4.	4	15%
49-50	Revision		100%

Textbook:

- Business Environment, A. C. Fernando, latest Edition, Pearson Publication

Reference Books:

1. Business Environment : Text & Cases, Francis Cherunilam, Latest Edition, Himalaya Publishing House
2. Business Environment: Text & Cases, Paul, Justin, Latest Edition, Tata McGraw Hill
3. Business Environment, Shaikh Saleem, Pearson Publication
4. Business Environment, Vivek Mital, Excel Books
5. Business Environment, Suresh Bedi, Excel Books
6. International Business Environment, Francis Cherunilam, Latest Edition, Himalaya Publishing House
7. Business Environment, Saleem Sheikh, Latest Edition, Pearson Education

List of Magazines, Journals and Websites to be referred;

Newspapers: The Times of India, The Business Standard, The Indian Express, The Economic Times, The Financial Express etc.

Magazines & Journals: Asia Economic Review (Quarterly), Fortune International (Monthly), Indian Journal of Economics (Quarterly), Business & Economics (Fortnightly), Business India (Fortnightly), Business Today (Fortnightly), Business World (Weekly), Global CEO (Monthly) etc.

MAM 304 -Elements of Direct & Indirect Taxes

Course Objective:

The main objective of this course is to enable the students to acquire basic knowledge of various concepts and their application relating to direct and indirect taxes with a view to integrating the relevance of these with financial planning and management decisions. The course will equip students with the application of principles and provisions of tax laws in computation of income of individuals under various heads of income and their assessment procedures.

Focus:

The course would focus in providing a practical approach which will guide the learner through the method of **Knowing- Learning – Practicing**.

Teaching Methods:

The course will use the following pedagogical tools:

- (a) Discussion on issues.
- (b) Practical Sessions
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

Course Duration:

The course duration is of 50 sessions of 60 minutes each.

Evaluation Scheme

60% (Internal +CEC) + 40%University Exam = 100%

		Weightage
A	Projects/ Assignments/ Quizzes/ Class participation etc	30% (Internal Assessment)
B	Mid-Semester Examination	30% (Internal Assessment)
C	End-Semester Examination	40% (External Assessment)

The detail of CEC is as under:-

Sr. No	Continuous Evaluation Components	Nature of Activity (Individual/Group)	Marks
1	Assignment	Individual	10
2	Quiz	Individual	5
3	Practical Session/Project	Individual	5
4	Class Participation & Attendance	Individual	10

Textbooks:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Dharmendra Patel & Siddharth Patel	Taxation	Synergy Knowledge ware-Mumbai	Latest Edition
T2	Dr. V.K.Singhania & Dr. Monica Singhania	Students' Guide to Income Tax	Taxmann Publications	Latest Edition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
1	E.A. Srinivas	Corporate Tax Planning	Tata MacGraw Hill	Latest Edition
2	Girish Ahuja & Ravi Gupta	Systematic Approach to Income Tax and Sales Tax	Bharat Law House Pvt. Ltd	Latest Edition
3	V.S. Datey	Indirect Taxes - Law and Practice	Taxmann Publications	Latest Edition
4	V. Balachandran	Indirect Taxes	Sultan Chand & Sons	Latest Edition
5	Dr. V.K Singhania & Dr. Monica Singhania	Students' Guide to Income Tax	Taxmann Publications	Latest Edition
6	Bharat Publication	Systematic Approach to Income Tax	Bharat Publication	Latest Edition
7	V. S. Datey	VAT and Service Tax	Taxmann Publications	Latest Edition
8	Girish Ahuja & Ravi Gupta	Direct Tax Laws & Practice	Bharat Law House	Latest Edition

List of Magazines, Journals and Websites to be referred

www.allindiantaxes.com	Business Standard	Business World
www.servicetax.gov.in	The Economic Times	Business Today
www.cbec.gov.in	The Chartered Accountant	Journal of Finance
www.incometaxindia.gov.in	The Chartered Secretary	Chartered Financial Analyst

Instructions:

- The students are informed to do a pre-session reading of study topics and review on different subject and bring in the class.
- The deadline given for the submission would stand final, there won't be any extension given for the same.
- No late submissions would be entertained

Module No	Module Content	No. of sessions required	Weightage
I	Introduction to Income Tax Overview of Direct Tax Laws and Income Tax Authorities, Direct versus indirect taxes, taxable person, Definitions: Assessee, Assessment year, Previous year, Total income, Dividend, Agriculture income, Casual income, Residential Status and incidence of taxation, Income exempt from Tax.	10	25%
II	Computation of income under different heads of income : Salary, Profits and Gains of Business or Profession,	14	25%

	<p>Capital Gain (Only theory), Income from House Properties (Only theory) Income from Other Sources Exclusion from Total Income, Exclusion related to specified heads to be covered with relevant head, eg. Salary, Business Income, Capital Gain, Income from Other Sources - Deduction from total Income under different sections like 80C, 80CCC, 80D, 80DD, 80E - Comparison of total income for Individual</p>		
III	<p>Introduction: Features of Indirect Tax. Constitutional validity. Indirect Tax Laws, administration and relevant procedures. Service Tax: Nature of Service Tax, Taxable Service, Service Provider and Service Receiver, Classification of taxable services, Valuation of Taxable Service, Service Tax and Cess Payable, Refund.</p>	12	25%
IV	<p>Central Excise: Definitions, nature and types of excise duty, The Central Excise Law, Classification, Valuation, Basic procedures, Provisions relating to CENVAT, Exemptions for small scale industries. VAT Act: Introduction and concept of vat and sales tax, Salient feature of State VAT Acts, Filing & Return under State VAT Acts, Accounting & Auditing VAT.</p>	14	25%

MAM 305- Public Relations Management

Course Objectives:

1. To understand the increasingly complex structure of industry and its growing remoteness from direct contact with the people.
2. To understand the development of an astounding vast and intricate network of mass communication media.
3. To understand the rise of competition, and more so in the change of the global economic perspective.
4. For understanding the added emphasis on employee relations within the organization.
5. To understand the need to consult and communicate clearly and truthfully.
6. To make students aware about the public relationship Management in organization.
7. To make them understand about the public relations communication tools and techniques

Focus:

The main focus is to make the student understand the basic principles of public relation and communication theories and skills that apply to the professionals and organizations alike.

Teaching Methods:

Lectures, Presentations, Case study, Role Plays, and Projects/ Assignments.

Course Duration:

The course duration is of 50 sessions of 60 minutes each.

Evaluation Scheme:

60% (Internal +CEC) + 40%University Exam = 100%

		Weightage
A	Projects/ Assignments/ Quizzes/ Class participation etc	30% (Internal Assessment)
B	Mid-Semester Examination	30% (Internal Assessment)
C	End-Semester Examination	40% (External Assessment)

Continuous Evaluation Component

The details of CEC are as under:-

Sr. No	Continuous Evaluation Components	Nature of Activity (Individual/Group)	Marks
1	Presentation of Case.	Group	10
2	Role Plays	Group	10
3	Quiz	Individual	5
4	Class Participation & Attendance	Individual	5

Detailed Session Plan

Unit	Topics	Number of Sessions	Weightage
1	<p>Public Relations : Definition – Meaning – Importance –Objectives – scope and Functions- Essentials of good public relations, Human Relations and Public Relations, Growth of Public relation in India, Elements of public relations.</p> <p>Public Relations Tools : Advertising, Publicity, Propaganda- Diplomacy- Promotion-Campaign- Lobbying-Public affairs- Public relation Counseling- Public relation Budgeting- Evaluating the effectiveness of Public relations- Social environment- Tool differ from Techniques.</p>	10	20%
2	<p>Public Opinion: Meaning, Attitude in opinion, formation of public opinion, group influence of individual opinion, rational basis of public opinion, some laws of public opinion- image surveys- motivation research, Effectiveness surveys, face to face interviews, questions for company employees- principles of persuasion.</p> <p>Public Relations Communications – Meaning – Importance –Benefits- Listening- The key to communication is perception- the five principles of improved communications- techniques of communication- the communication process, methods, communication by symbols- Why good communication is so important- communication components, forms-Media in communication- Written communication- Oral communication- Visual communication- Audio-Visual communication- the art of listening- honest communication- the stance communication in the world of exaggeration- the 7 C’s of communication, Techniques to reduce the discrepancies between the communication and the audience’s attitude.- Acceptance through five stages- stages of adoption process- letters- The Telephone- Word of Mouth- Newsletter- Public address system.</p>	10	20%
3	<p>Advertising: Meaning- Definition- Objective and importance of Advertising- Claims made for advertising- Criticism of Advertising- Advertising and community- organization of the advertising Business- purpose of advertising- Role and function of advertising- Advertising Media-copy Writing- Kinds of Copy Forms- Advertising Agency.</p> <p>Meeting, Conference, Techniques : Information- Advisory- Problem Solving- Informational Meetings- Advisory Meetings- Problem solving meeting, considering solutions- Acting on the Decisions – Insight into conference- criteria- Techniques- Group situation- Questioning- Techniques- Directions-</p>	10	20%

	Types		
4	<p>Corporate Public Relations: Corporate citizenship- PR personal code of corporate Ethics- The catalytic Role of Public Relations in planning and corporate citizenship- Corporate Reputation- Public Relation for social Conscience of Corporate Bodies- Philosophy of Democracy in the Work Place- Social Audit- Public relation is a management function- Roundup- PR in Health Education- PR in public Utilities- PR in Relation Strategy- Image building and impression Management-Case Study of Companies / Corporate in India</p> <p>Public Relation as a Profession : Profession- Profession code- code of ethics- personal credo of Bateman- Ethics and challenges in public Relation- The code of Athens- International Public Relation Association (IPRA)- Code of conduct-code of LISBON- Overseas code-Cultural Ambassador- PR in Indian Economics – Development and Public Participation.</p>	10	20%
5	Students have to prepare and present Small Cases (in group of 2-3 students) on Public Relations Management in any organization of their choice. Role play on conducting meetings, organizing events, organizing of public awareness campaigns, interviews with eminent personalities, interactions and on hand experience of relationships with industry, organizations, Allotment of Assignments and Projects	10	20%

Textbooks:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	C S Rayudu and K R Balan	Principles of Public Relations	Himalaya Publishing House	Latest

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Effective Public Relations	Merry Shelburne	biztantra	Latest
R2	Management of Public Relations and Communications	Shailesh Sengupta	Jain Book Publishing Co	Latest
R3	Effective Writing skills for Public Relations	John Foster	Kogan Page India	Third Edition.

R4	Handbook of Public relations and Communications	Philip Lesly	JAICO Book	Latest
R5	Power Public Relations	Leonard Saffia	NTC Business Books.	Latest

List of Magazines, Journals and Websites to be referred;

Public Relations Review (ELSEVIER),
Asia Pacific Public Relations Journal,
Journal of Public Relations Research (Taylor and Francis),
Public Relations Inquiry (Sage Publications)

Websites:

- www.hillandknowlton.com
- www.webpr.com
- www.akleinpr.com
- www.7up.com
- www.bluemountain.com
- www.att.com
- www.csmonitor.com
- www.bizrate.com
- www.AMA.org
- www.PRSA.org
- [www.yahoo.com/Business_and Economy/ Business to Business/Corporate Services/Public Relations/](http://www.yahoo.com/Business_and_Economy/Business_to_Business/Corporate_Services/Public_Relations/)

MAM Semester – IV

SYLLABUS

MAM 401 - Entrepreneurship

Course Objectives:-

The aim of the course is unable the students understand the role of Entrepreneurship in economic development, the key entrepreneurial feelings, motivation, background, importance of role model , sources and methods for new venture & techniques for creative problem solving, develop bankable Business plan for starting a new venture.

Focus:

Syllabus will have focus on Practical learning of various concepts. Through preparation of meet the entrepreneur report students can able to learn how they start business & can learn various issues & Problems that an entrepreneur is facing.

Teaching Methods:

Following pedagogical tools will be used to teach this course:

(1) Lectures and Discussions (2) Meet the Entrepreneur report & Case study

Course Duration: The course duration is of 50 sessions of 60 minutes each.

Evaluation Scheme: 60% (Internal +CEC) + 40% University Exam = 100%

Textbook (Latest Edition):

Sr. No.	Author/s Name of the Book	Publisher	Edition and Year of Publication
T1	Rajeev Roy	Oxford University Press	Entrepreneurship

Reference Books:

Sr. No	Author	Publication	Title
1	Arya Kumar	Pearson Education	Entrepreneurship-Creating &Leading an Entrepreneurial Organization
2	Rashmi Bansal	Westland publication	Connect the dots

Instructions:

Students are required to prepare a business plan in a group by selecting any business idea. They have to prepare a report which includes introduction of the business, marketing plan, operational plan, financial plan and organization plan etc

No late submissions would be entertained.

Session Plan:

Module	Module Content	No of Session Required
1	Facets of Entrepreneurship Introduction, Understanding Entrepreneurship, Family Business, Development of Entrepreneurship in emerging Market	12

2	Starting Business in India Entrepreneurial Support to start & run a new venture, Growth of Business idea, legal Compliance to start a business venture, Buying an existing venture	12
3	Business Plan Development of Business Plan& project report, Managing Operations in Business, Performing Marketing Activities to do a business, developing a new Product	14
4	Financing a business & Social Responsibility Entrepreneurial Source of Finance, Venture Capital as source of Finance, Performing of CSR & Social responsibilities, Social Entrepreneur	12

Websites to be referred:

Sr. No	Websites
1	www.managementparadise.com
2	www.yourstory.in
3	www.businessblog360.com/success-stories-secrets-rich-businessmen-tycoons/
4	www.ediindia.org
5	www.startupdunia.com

Note: Wherever the standard books are not available for the topic appropriate print and compiled resources, journals and books published by different authors may be prescribed.

MAM 402 – Strategic Management

Course Objectives:-

The aim of the course is to make the students familiarize and understand the concepts of strategic management, the significance of managing the business strategically in the current business environment, the strategies at corporate, business and functional levels, analyze the firm's external environment, the resources and thus carrying out SWOT analysis for strategy formulation, strategy implementation and the challenges of managing a change, strategic control system and to get acquainted with various strategies adopted by firms to successfully compete with their rivals

Focus:

The content of this course is designed to provide an integrated view of the functional areas and to acquaint them with the strategic management process. The subject would thus offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations

Teaching Methods:

The course will be taught through class room discussion, case study discussion, seminar and presentations. Students understanding will be evaluated through quizzes, assignment and projects.

Evaluation Scheme: 60% (Internal +CEC) + 40% University Exam = 100%

Textbook (Latest Edition):

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Milind Phadtare	Strategic Management, Concepts and Cases	PHI	Latest Publication

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Arthur A. Thompson, A. J. Strickland, John E. Gamble and ArunK.Jain	Crafting and Executing Strategy: The Quest for Competitive Advantage – Concept and Cases	Tata McGraw-Hill, New Delhi	16th Edition, 2010
R2	Michael Hitt, Robert E. Hoskisson, and R. Duane Ireland	Management of Strategy: Concepts and Cases	Cengage Learning	1st Indian Reprint, 2007
R3	AzharKazmi	Strategic Management and Business Policy	Tata McGraw-Hill, New	3rd Edition, 2009
R4	Gerry Johnson, Kevan Scholes and Ricard Whittington	Exploring Corporate Strategy: Text and Cases	Pearson Education	2nd Impression
R5	Jay B Barney & William S. Hesterly	Strategic Management And Competitive Advantage-Concept and Cases	Pearson Education	2008

R6	Charles W. L. Hill & Gareth R. Jones	An Integrated approach to Strategic Management	Cengage Learning	2008
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Instructions:

Topics for the presentation will be given which has to prepared and presented in the class and the assignment of the same is to be submitted.

No late submissions would be entertained.

Course Content:

Module No.	Module Content	No. of Sessions Required
1	Introduction of Strategic Management : Introduction of Strategy: Definition , Elements, Forms and Types of Strategy, Need for strategy Introduction of Strategic Management: Definition, functions and role, need for Strategic Management. Vision, Mission and Strategic Management Process	8
2	External Environment Scanning: Political, Economical, Socio-cultural, Technological and Industry Environment Internal Environment Scanning : Identifying strength, weakness, opportunity, threats, capabilities, competencies and core competencies	15
3	Corporate Level Strategy: Strategic Alliances, Horizontal and Vertical Integration, Diversification Business Level Strategy: Offensive and Defensive strategies, Five Generic Strategies Functional Level Strategy: Overview of various functional strategies	15
4	Strategic Implementation: Behavioural and Functional Issues: Organization Structure, Organization Culture, Strategic Evaluation and Control	8
5	Case Discussion: 1) Environmental Scanning Levels of Strategies	4

List of Magazines, Journals and Websites to be referred:

Journals	Magazines	Newspapers
Harvard Business Review	Business World	The Economic Times
Vikalpa – A Journal for Decision Makers	Business Today	Business Standard
Management Review		

Note: Wherever the standard books are not available for the topic appropriate print and complied resources, journals and books published by different authors may be prescribed.

MAM 403 – Micro Economics

Course Objectives:-

Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency

Focus:

Focus of this course is on elasticity, estimation of demand, game theory applicable to oligopoly market and pricing strategies in different types of market.

Teaching Methods:

- The course will be taught through class room discussion, case study discussion, seminar and presentations. Students understanding will be evaluated through quizzes, assignment and mini projects.

Evaluation Scheme: 60% (Internal +CEC) + 40% University Exam = 100%

Textbook (Latest Edition):

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Mankiw	Economics – Principles and Application	Cengage Learning	Latest Publication

Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Sadanand Prusty	Managerial Economics	PHI	Latest Edition
R2	G S Gupta	Managerial Economics	Tata McGraw Hill	Latest Edition
R3	D N Dwivedi	Principles of Economics	Vikas Publishing House Pvt. Ltd	Latest Edition
R4	H L Bhatia	Micro Economic Theory	Modern Publisher	Latest Edition
R5	M L Jhingan	Micro Economic Theory	Konark Publisher Pvt. Ltd	Latest Edition
R6	S K Agarwal	Economic System and Micro Economic Theory	Galagotia Publishing Company	Latest Edition

Instructions:

Topics for the presentation will be given which has to be prepared and presented in the class and the assignment of the same is to be submitted.

- No late submissions would be entertained.

Course Content:

Module No.	Module Content	No. of Sessions Required
I	Introduction Ten Principles of economics, Thinking like an economist	12
II	Demand Forecasting & Elasticity Demand forecasting techniques, Manager, forecaster and choice of right method, determinants of demand forecasting, Introduction to elasticity, Elasticity of demand, price elasticity of demand and its determinant, income elasticity of demand, cross price elasticity of demand, Price elasticity of Supply and its determinant	12
III	Market classification Forms of Markets, Perfect competition, profit maximization and the competitive firm's supply curve, the supply curve in a competitive market, Monopoly, reasons of monopoly, welfare cost of monopoly, price discrimination, Oligopoly, markets with only few sellers, game theory, Monopolistic competition, competition with differentiated products	14
IV	Pricing Practices and Strategies Basic pricing methods, Sophisticated pricing methods, Pricing strategies for Special cost and demand structures, pricing strategies in market with intense price competition	12

List of Magazines, Journals and Websites to be referred:

Asia Economic Review (Quarterly), Fortune International (Monthly), Indian Journal of Economics (Quarterly), Business & Economics (Fortnightly), Business India (Fortnightly), Business Today (Fortnightly), Business World (Weekly), Global CEO (Monthly) etc.

Note: Wherever the standard books are not available for the topic appropriate print and compiled resources, journals and books published by different authors may be prescribed.

MAM 404 – Legal Aspects of Business

Course Objectives:-

The aim of the course is to sensitize the students and also help them appreciate the overall legal framework within which legal framework aspects relating to business activities are carried out. To create awareness among the students regarding the rules and regulations affecting various managerial functions which they need to be adhere by as a managers.

Focus:

The content of this course is designed to provide a focus on Practical learning of various concepts. Solving of various case studies as per the applicable acts & rules, students will be able to solve legal issues in the organizations.

Teaching Methods:

The course will be taught through class room discussion, case study discussion, seminar and presentations. Students understanding will evaluated through quizzes, assignment and projects.

Evaluation Scheme: 60% (Internal +CEC) + 40% University Exam = 100%

Textbook (Latest Edition):

Sr. No	Author	Publication	Title
1	N.D. Kapoor	Sultan chand	Elements of Business and Eco. Laws

Reference Books:

Sr. No	Author	Publication	Title
1	Akhileshwar Pathak	TMH	Legal Aspects of Business
2	K R Bulchandani	Himalaya	Business law for management

Instructions:

Topics for the presentation will be given which has to prepared and presented in the class and the assignment of the same is to be submitted.

No late submissions would be entertained.

Course Content:

Module	Module Content	No of Session Required
1	Indian Contract Act – 1872 General Principles of Contract Act-Introduction, Essentials of a valid contract, Agreement and contract, Types of contracts, Proposal and Acceptance,	12
2	Companies act, 1956. Introduction, Types of Companies, Memorandum & Articles of Association, Prospectus, Meetings, Membership of a company	12

3	Negotiable Instruments Act – 1881 , Types of Negotiable instruments and their essential features, Parties to negotiable instruments, Dishonor of Cheque due to insufficiency of funds	14
4	Sale of Goods act, 1930 Contract of sale and its features, conditions & warranties, Performance of contract, Rights of an unpaid seller Intellectual Property Rights(IPRs) - Introduction, their major types like Patents, Trademarks, Copyrights, Industrial designs, etc	12

List of Magazines, Journals and Websites to be referred:

1. International Journal of Law Crime and Justice - Elsevier Publication
2. Journal of Law and Social Research
3. Law Reviews and Journals Research Guide
4. Australian International Law Journal
5. IUP Law Review
6. Business Law Today
7. www.indiankanoon.com

Note: Wherever the standard books are not available for the topic appropriate print and compiled resources, journals and books published by different authors may be prescribed.

MAM 405 – Management of co-operatives

Course Objectives:-

This course characterizes and distinguishes co-operatives from other forms of organizations and highlights the important place they occupy in India's rural economy. India has an extended history of Cooperative movement and it has played a crucial role in the development of rural economy. Since the country's independence in 1947 it has seen a huge growth in Cooperative societies serving mainly the farming sector. For example, Milk Co-operatives, Sugar Co-operatives, Consumer Co-Operatives, Credit Co-operatives and Banks etc. The cooperatives render services rather than making profit, they believe in self-help and mutual help rather than competition. Despite their substantial importance in India's rural economy, most of the co-operatives suffer from a variety of internal and external problems. The major constraints include the lack of professionalism and poor management.

Focus:

The course would focus in providing a practical approach which will guide the learner to identify and briefly discusses some contemporary issues in the management of co-operatives and outlines strategies for their resolution.

Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Discussions on issues.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

Evaluation Scheme: 60% (Internal +CEC) + 40% University Exam = 100%

Textbook (Latest Edition):

Sr No	Author/s	Name of the Book	Publication	Edition
1	G. R. Madan	Co-operative Movement in India	A Mittal Publication (New Delhi)	Latest

Reference Books:

Sr No	Author/s	Name of the Book	Publication	Edition
1	Dr. B. S Mathur	Cooperation In India	Sahitya Bhavan Publishers and Distributors Pvt. Ltd .Agra	Latest
2	T.N. Hajela	Principles Problems and Practice of Cooperation	Shiva Arts Printers Agra	Latest

Instructions:

Topics for the presentation will be given which has to prepared and presented in the class and the assignment of the same is to be submitted.

- No late submissions would be entertained.

Course Content:

Module	Module Content	No of Session Required
1	<p>Concept and Principles of Co-operation: Need and Principles of Co-operation– Co-operation, Capitalism and Socialism</p> <p>History and Development of Cooperative Movement: –Committee on Co-operation(1964)–All India Rural Credit Review Committee(1969)–Seventh Five Year Plan Agricultural Credit Review Committee(1986)–Committee on Organization of Co-operatives for Rural Poor(1990)–Need for a National Policy on Co-operatives, Recent 97th Amendment in Constitution in 2013 related to Cooperatives</p>	12
2	<p>Types of Cooperatives: Credit Cooperatives; Non-Credit Cooperatives</p> <p>Activity Wise Classification: Marketing, Processing and Service Cooperatives</p> <p>Three Tier Structure of Cooperatives</p>	12
3	<p>Overview, Structure, Role and Functions of Cooperatives: Credit and Banking Cooperatives Marketing and Consumers 'Co-operatives Processing Cooperatives: Dairy Cooperatives, Sugar Cooperatives, Oilseeds Housing Cooperatives; Fisheries Cooperatives ; Labor Cooperatives</p>	14
4	<p>Management Functions in Cooperatives: Registration, Decision Making Process in Cooperatives, Sources of Funds for Cooperatives Audit and Inspection of Cooperatives, Overview of cooperative laws and bye-laws Board executive Relationship, Functions of the Board, Job Description of a Chief Executive, Member, Director, President, General Manager. Challenges , Problems and Prospects of Cooperatives , Contemporary issues in Cooperative sector</p>	12

List of Magazines, Journals and Websites to be referred:**Journals:**

International Journal of Rural Management
Cooperative Perspective
IMT Case Journal

Websites:

Www.agricoop.nic.in
www.faidelhi.org
www.icar.org.in
www.ncui.coop
www.irma.ac.in
www.thehindubusinessline.com

Note: Wherever the standard books are not available for the topic appropriate print and compiled resources, journals and books published by different authors may be prescribed.