



C. U. SHAH UNIVERSITY

FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER I (One)

CODE PGMA101

Name of Subject Principles of Management

Teaching & Evaluation Scheme

Teaching Scheme (HOURS)				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	External	Internal	Total
60	0	0	60	70	30	100

Objective

To provide a basic understanding to the students with reference to working of business organizations through the process of management.

Prerequisite

Will give a brief understanding of the managerial functions of planning (including decision-making) and organizing.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Meaning, Significance and Objectives of Management	02
2	Management Functions, Management role, Functions at various levels of Management,	04
3	Nature of management, Scope of Management, Management as a Process	03
4	Management as a profession, as a Science or Art, Levels of Management & Universality of Management	03
5	Management as a System and School of Management Thought, Management & Administration	03
6	Meaning and Nature of Planning, Steps in the Planning Process ,Planning Premises	03



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7	Types of Planning : Constraints of Planning / Barriers to effective Planning, Importance of Planning	03
8	Concept of Organizing & Organization, Steps in Organizing, Organization Process	03
9	Formal: Line; Functional; Line and staff; Committee and Informal Organization Departmentalization	03
10	Staffing, Selection Process –Techniques, HRD, Managerial Effectiveness	03
11	Meaning and Bases of Departmentalization Delegation – Meaning; Elements of Delegation; Principles of Effective Delegation	05
12	Centralization and Decentralization – Meaning; Factors affecting degree of Centralization and Decentralization	03
13	Forecasting: Meaning and techniques of Forecasting , Significance and Limitations of Forecasting	03
14	Meaning of Decision making and Decision making process , Types of Decisions	05
15	Mission and Purpose, Formulation of Mission, Objectives, Hierarchy of Objectives, Role of Objectives	05
16	Objective Setting, Guidelines for Objective Setting, Areas of Objective Setting, Translating General Objectives into Specific Objectives, Change in Objectives	03
17	Management by Objectives, MBO in Indian Organization	06
Total Hours		60

Learning Outcomes

Theoretical outcome Will throw light on the managerial functions of planning, organizing, staffing, directing and controlling.

Practical Outcome Have some managerial knowledge for planning, organizing, staffing and controlling the organization.

Teaching & Learning Methodology

- Lectures
- Role play
- Case Studies



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- Class Participation

Books Recommended

1. **'Principles & Practice Of Management'**, *L. M. Prasad* , Sultan Chand & Sons, New Delhi
2. **'Management – Concept'**, *Karminder Ghuman and K. Aswathapa*, Tata McGraw Hill
3. **'Principles of Business Management'**, *Gupta, Sharma and Bhalla* , Kalyani Publications

E-Resources

1. http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B_060412.pdf
2. <http://www.mindtools.com/pages/article/henri-fayol.htm>



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FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER I (one)

CODE PGMA102

Name of Subject Effective Communication Skills

Teaching & Evaluation Scheme

Teaching Scheme (HOURS)				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	External	Internal	Total
60	0	0	60	70	30	100

Objective

Making acquaint with different Communication techniques for effective presentation of ideas.

Prerequisite

Understanding of Basic English Language and different basics of English Grammer.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Definition & Types of Communication Skills	02
2	Process of Communication	01
3	Communication Flow	01
4	Communication Levels	01
5	Verbal and Non Verbal Communication, Noise Barriers	03
6	Listening skills : Sound Discrimination	02
7	Understanding Lexical items	02
8	Stress & Intonation Patterns	03
9	Retrieving General Information	03
10	Social Conversation Skills: Starting a conversion	03



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11	Introduction and greeting others	03
12	Asking, giving & sharing information	03
13	Agreeing & Disagreeing	03
14	Expressing Likes & Dislikes	03
15	Complimenting	03
16	Reading as an Interactive Skill	03
17	Purpose of Reading Different kinds of text	03
18	Strategies needed to Interpret Texts	02
19	Interpreting Cohesive Devices, Discourse Markers	02
20	Differences between Spoken & Written Communication	02
21	Strategies to Develop paragraphs	02
22	Process of Writing	02
23	Brainstorming : Discovering & Developing a plan for writing	02
24	Structure of sentences	02
25	Levels of Effective writing	02
26	Usage of Punctuations for effective writing	02
Total Hours		60

Learning Outcomes

Theoretical Outcomes Drafting of business proposals, letters, presentation which facilitates one in attaining fruitful results in business.

Practical Outcomes Usage of Grammar and formation of effective English sentences for making communication effective.

Teaching & Learning Methodology

- Lectures
- Role Play
- Case Study
- Class Participation

Books Recommended

1. 'Business Communication', M.K. Sehgal, Excel Books.
2. 'Business Communication Strategies', Matthukutty Monipally, Tata Mc. Graw Hill.



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3. **'Business Communication'**, *Meenakshi Raman & Prakash Singh*, Oxford.

E-Resources

1. <http://freevideolectures.com/Subject/Communication-Skills>
2. <http://www.mindtools.com/page8.html>



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FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER I (One)

CODE PGMA103

Name of Subject Business Mathematics

Teaching & Evaluation Scheme

Teaching Scheme (HOURS)				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	University	Internal	Total
60	0	0	60	70	30	100

Objectives

- To develop skills in structuring and analyzing business problems using Business Mathematics.
- To develop aptitude and Mathematical thinking approach to business problems.
- To understand the effective use of computer software for resolution of Mathematical problems.

Prerequisite Basic Knowledge about calculation, basic idea about statistics

Course outline

Sr. No.	Course Contents	Number of Hours
1	Variables, Constants, Functions and graph of Functions, Definition ,Types of function, Related examples	08



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2	Graphs for Linear, Quadratic Functions	04
3	Limit - Meaning of 'x tends to a', Right hand and Left hand Limits, Some fundamental results on Limits, Rule to evaluate the Limit of a Function	07
4	Continuity Meaning, Rules, Need, Continuity at a point, Continuity in an interval Properties of Continuous Function.	08
5	Progression	02
6	Arithmetic Progression, Geometric Progression, Harmonic Progression	08
7	Relation between A.M., G.M. and H.M.	03
8	Permutations, Meaning of Permutations, Permutations of n different things, Circular Permutations, Permutations of things not all different Restricted Permutations	07
9	Meaning of Combinations, Complementary Theorems, Restricted Combinations, Combinations of things not all different	03
10	Principles of Mathematical Induction and related examples	05
11	Introduction of Binomial Theorem, Position of Terms and Simple sums of Binomial Theorem	05
	Total Hours	60

Learning Outcomes

Theoretical Outcome Get the knowledge about different terms which is used in Business transaction.

Practical Outcome It is useful to solve the Business Problem

Teaching & Learning Methodology

- Lectures and Discussions
- Assignments
- Presentations



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Books Recommended

- 1 'Mathematics for Business' – *Raghava Chary*
- 2 'Business Mathematics' by *V. K. Kapoor - Sultan Chand & Sons, Delhi*
- 3 'Business Mathematics' by *Bari - New Literature Publishing Company, Mumbai*

E-Resources

- 1 <http://math.about.com/od/businessmath/tp/businessmathtp.htm>
- 2 http://www.fileguru.com/apps/business_mathematics_by_vk_kapoor
- 3 http://www.bridgeton.k12.nj.us/curriculum/pdfs/math_links.pdf



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FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER I (one)

CODE PGMA104

Name of Subject Micro Economics

Teaching & Evaluation Scheme

Teaching Scheme (HOURS)				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	External	Internal	Total
60	0	0	60	70	30	100

Objective

- Help Students to Understand basic Concepts of Economics like Demand, Supply, Elasticity and different Market Conditions

Prerequisite

- Basic Understanding of Transaction (Demand and Supply)

Course outline

Sr. No.	Course Contents	Number of Hours
1	Ten Principles of Economics	4
2	The Market forces for Demand and Supply	4
3	Elasticity and Its Application	5



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4	The Cost of Production	4
5	Firms in Competitive Markets	5
6	Monopoly	5
7	Oligopoly	5
8	Monopolistic Competition	5
9	The theory of Consumer Choice	5
10	Measuring Nations Income	5
11	Measuring the Cost of Living	5
12	Production and Growth	4
13	Monetary System	4
Total Hours		60

Learning Outcomes

Theoretical Outcomes

Understanding of basic Economic aspects

Practical Outcomes

Implementation of idea of Demand, Supply and Elasticity and make understand about basic Market Condition.

Teaching & Learning Methodology

- Lecture
- Projects
- Case Studies
- Assignments

Books Recommended

1. 'Economics, Principles and Application', Mankiw, Cengage Learning
2. 'Managerial Economics: Micro Economic', Gupta, G.S., Tata-McGraw Hill.
3. 'Managerial Economics', Christopher R. Thomas & S. Charles Maurice, Tata McGraw Hill.



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E-Resources

1. http://www.knowledgepk.com/videos/Economics/Managerial-Economics/page_1
2. http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&task=viewcategory&Itemid=239&cat_id=242



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FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER I (one)

CODE PGMA105

Name of Subject Forms of Business Organization

Teaching & Evaluation Scheme

Teaching Scheme (HOURS)				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	External	Internal	Total
60	0	0	60	70	30	100

Objectives

- The objective of this course is to sensitize towards the overall business activity related with form of business included all information related with Business activity.
- It gives the guidance on process of various business that are implication for various business

Prerequisite Basic Knowledge about Business (types of Business)

Course outline

Sr. No.	Course Contents	Number of Hours
1	Human Occupation	04



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	Nature, Function, Role of Human Occupation in Economy	
2	Business and Economic Systems Nature of Business, Types of Business, Meaning of Economy System, Types of Economic System	06
3	Forms of Business Organization Nature of Business Organization, Types of Business Organization	04
4	Capitalism, Socialism, Mixed Economy Meaning, Characteristics, Difference between Capitalism , Socialism & Mixed Economy	06
5	Sole Proprietorship, Partnership Meaning, Characteristics, Difference between both of them	04
6	Joint Stock Company Meaning, Characteristics, Difference between Joint Stock Company & Partnership	07
7	Co-operative Society Meaning, Characteristics, Function of Co-operative Society & Public Enterprise.	05
8	Public Enterprise Meaning, Characteristics, Difference between Co-operative Society & Public Enterprise	04
9	Non-Profit Organization Meaning, Characteristics, Role of Non Profit Organization in Economy Non Profit organization section 25	05
10	Limited Liability Partnership	05



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11	Company documents Meaning of Company, Nature, Types of Company Document	04
12	Memorandum of Association and Articles of Association	06
Total Hours		60

Learning Outcomes

Theoretical Outcome

Students are able to observe & understand different forms of business organization in economy.

Practical Outcomes

Students get the knowledge in which way company is run in the market.

Teaching & Learning Methodology

- Presentation (Syllabus Topic)
- Case Study
- Lectures

Books Recommended

1. 'Fundamentals of Business Organization', Y. K. Bhushan, Sultan Chand and Sons.
2. 'Modern Business Organization and Management', S. A. Sharlekar
3. 'Indian Economy', A. N. Agrawal

E-Resources

- 1 http://www.knowledgepk.com/videos/Fbo/typesofbusinessorganisation/page_1
- 2 <http://misscpa.com/types-of-business-organizations>
- 3 <http://www.mindtools.com/index.html>



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FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER I (ONE)

CODE PGMA106

Name of Subject Computer Applications

Teaching & Evaluation Scheme

Teaching Scheme (HOURS)				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	External	Internal	Total
24	0	36	60	70	30	100

Objectives

- Introduce Information Technology and Computers.
- To make students familiar with Word Processor
- Help to understand basic concepts of Internet
- Help to deal with Workbook

Prerequisite

- Basic operation of Computer System (On/Off, Power Supply etc...)

Course outline

Sr. No.	Course Contents	Number of Hours
Theory		
1	Hardware, Software, Input, Output and Storage Devices	04
2	Desktop and Taskbar Properties, My Computer, Control Panel (Mouse,	03



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	Keyboard, and Date/Time), Recycle Bin and Documents.	
3	Windows 98 Accessories - WordPad, Paint, Calculator	03
4	File & Folders- Creation of Folders, Copying, Moving, and Deleting files and folders, File management utility, Explorer and creation of Shortcut.	03
5	Dialog Box- Display property, Drive property, File property. Printing of Files	03
6	Concept of WWW	02
7	Internet and Intranet, Difference between Internet and Intranet	01
8	Modems & Channels - LAN, MAN & WAN – Network Topologies	02
9	Introduction to Application of internet e-mail, Chatting, Video Conferencing	02
10	Introduction to computer Virus and Antivirus.	01
Total Hours		24
Practical		
12	WordPad, Paint, Calculator, System tools	03
13	Concept of Word Processor	01
14	Screen Components of MS Word 2003 Window	02
15	Creation of new Document, Opening existing Documents, Saving Document Page setup & Printing, Formatting of Page, Page Preview	03
16	Toolbar Standard and Formatting	02
17	Selecting, Copying, Pasting, Moving, and Formatting Text	03
18	Mail Merge	03
19	Concepts of Workbook, Worksheet, and Cell - Entering, Editing, Deleting data into Cell.	02



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20	Selecting, Inserting, Deleting - Cell, Rows, Columns, Ranges, Cell Formatting. Hiding/un-hiding Rows, Columns, Sheets	02
21	Statistical Functions AVERAGE(), MEDIAN(), MODE(), STDEV(),VAR ()	03
22	String Functions LEN(), RIGHT(), LEFT(), MID(), PROPER(),UPPER(), LOWER()	03
23	Logical Functions AND(), OR(), NOT(), IF()	04
24	How to prepare a Chart using Excel	03
25	Introduction to Computer Application	02
Total Hours		36

Learning Outcomes

Theoretical Outcome Understanding basic operation of Window and Word Processor and the tools for word processing. Basic of Internet and operation and Workbook

Practical Outcome Deal with word processing and the basic tools of Microsoft Word. Deal with workbook and worksheet & able to work with statistical, string and logical functions and to prepare chart

Teaching & Learning Methodology

- Lectures and Practical in Computer Lab
- Projects
- Assignments
- Practical exercise

Books Recommended

3. '**Exploring Microsoft Office XP**', John Breeden and Michael Cheek, BPB Publications, New Delhi, 2001.
4. '**MS Office**', Pierce, Prentice Hall of India, New Delhi, 2007
5. '**MS Office Plain & Simple**', Jerry Joyce, and Marianne Moon, Prentice Hall of India, New Delhi, 2007.
6. '**MS Office Step by Step**', Joyce Cox, Prentice Hall of India, New Delhi, 2007.
7. '**Window-98 6 in 1**', Prantice Hall Publication



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8. 'ABC of Window-98', BPB Publication

E-Resources

1. <http://www.microsoft.com/enable/training/>
2. <http://www.baycongroup.com/word.htm>
3. <http://excelexposure.com/>