



C. U. SHAH UNIVERSITY

FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER II (Two)

CODE PGMA201

Name of Subject Growth and Structure of Industries

Teaching & Evaluation Scheme

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

Objectives To make the students familiar with the pattern of industries in India its History, growth and future prospectus

Prerequisites The student can possess the basic knowledge of how to establish the industries

Course outline

Sr. No.	Course Contents	Number of Hours
1	Meaning of Industry and Industrialization	02
2	Significance of Industrialization in India	01
3	Location of Industries, Meaning and Importance of Location	02
4	Dynamics of Industrial Location,	01
5	Agglomeration and Deglomeration	02
6	Public and Private Sector in Indian Economy, Performance of PSUs and Problems of PSUs	06
7	Role of PSUs in India	02
8	Private Sector in Indian Economy	01
9	Role of Private Sector in India, Performance of Private Sector in the Post Liberalization phase in India, Problems of Private Sector	04
10	Small Scale and Cottage Industries, Meaning, characteristics	02



C. U. SHAH UNIVERSITY

11	Classification (cottage, modern SSI and tiny Units)	02
12	Importance of SSI in Indian Economy	02
13	Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs)	07
14	Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)	03
15	Industrial Policy, Industrial Policy of India [Recent 1991]	03
16	Its appraisal and current Industrial scenario	02
17	Role of Industrial Finance, Importance and Sources	04
18	Policies for Industrial Sickness, Meaning of industrial sickness	04
19	Causes of industrial sickness in India, Government's Measures for Sick Industrial Units	02
20	Indian Industries and the Energy problem, Sources of Energy	02
21	Energy Crisis and Measures to solve Energy Crisis	02
22	Small Scale and Cottage Industries, Meaning, characteristics	02
23	Classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs	02
Total Hours		60

Learning Outcomes

Theoretical Outcome It helps students to get industrial outline related location, size and norms

Practical Outcome Familiar with the pattern of industries in India its History, growth and Future Prospectus

Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation.

Books Recommended

4. 'Indian Economy (28th Revised Edition)', Mishra & Puri, Himalaya Publication
5. 'Industrial Economy of India', S.S.M Desai & N. Bhalerao, Pearson



C. U. SHAH UNIVERSITY

6. 'Indian Economy', Datt & Sundharam , S.Chand Publication Publications

E-Resources

3. <http://onlinelibrary.wiley.com/doi/10.1111/j.1530-9290.2008.00007.x/abstract>
4. http://www.pc.gov.au/_data/assets/pdf_file/0009/113769/07-retail-industry-chapter4.pdf



C. U. SHAH UNIVERSITY

FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER II (Two)

CODE PGMA202

Name of Subject Business Communication

Teaching & Evaluation Scheme

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

Objective Understand the importance of Effective Communication and excel in the skill of Effective Communication for successful business.

Prerequisite Understanding of Basic English Language and different basics of English Grammar.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Meaning and Importance of Business Communication	04
2	Types of Business Communication viz., agenda , letters , enquiries , reports	06
3	Barriers of Business Communication	03
4	Agenda for Meetings , Business Letters , Layout of Business Letters	06
5	Asking for Catalogues , Ordering Goods , Acknowledging of receipt of Goods , Complaining of Damaged Goods etc.	06
6	Business Enquiries and Replies	04



C. U. SHAH UNIVERSITY

7	Letters of Adjustment , Collection Letters , Circular Letters , Status Enquiries	06
8	Letters to Employees and Employee Unions	05
9	Company Correspondence – Secretary’s Letters to Directors , Shareholders ,Banks , Financial Institutions	06
10	Correspondence with Government offices like Income Tax , Sales tax , Registrar of Companies etc.	05
11	Writing business letters, reports, minutes of meetings ,presentations using various presenting styles, writing reports based on audio deliverances	09
	Total Hours	60

Learning Outcomes

Theoretical Outcome Drafting of business proposals, letters, presentation which facilitate one in attaining fruitful results in business.

Practical Outcome Means of effective communication for conducting a successful business outcome.

Teaching & Learning Methodology

- Lectures
- Class Participation
- Presentation

Books Recommended

1. ‘Business Communication’, Meenakshi Raman & Prakash Singh,(OUP).
2. ‘Professional Communication’, Koneru Arun, TMH.
3. ‘Business Communication’, Lesikar, TMH.

E-Resources

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



C. U. SHAH UNIVERSITY

FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER II (two)

CODE PGMA203

Name of Subject Business Statistics

Teaching & Evaluation Scheme

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

Objectives

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

Prerequisite Basic Knowledge about Calculation,

Course outline

Sr. No.	Course Contents	Number of Hours
1	Introduction to Statistics, Statistics in Business, Charts and Graphs	06
2	Descriptive Statistics, Measure of Central Tendency,	06



C. U. SHAH UNIVERSITY

3	Measure of variability for Group ungrouped data, Measures of Shape: Skewness and Kurtosis, Measures of Association.	07
4	Random Variable and Probability Distribution Meaning, Structure, Conditions of Probability, Sums of Every Condition Probability, Revision Probability	07
5	Simple regression Analysis & Correlation	08
7	Estimation of Single Population	07
8	Parametric Test : Estimation of Two population (Z test) Process Of Hypothesis Testing, Sums of One & Two Population	07
9	T test for One and Two Population	07
10	Scaling Technique	06
	Total Hours	60

Learning Outcomes

Theoretical Outcome

How to use test in Business

Practical Outcome

Practical use of test in business problem

Teaching & Learning Methodology

- Lectures and Discussions
- Assignments
- Presentations

Books Recommended

- 1 'Business Statistics for Contemporary Decision Making' –Ken Black, Wiley india Pvt. Ltd (2004)



C. U. SHAH UNIVERSITY

- 2 **'Statistics for Business and Economics'**- *Anderson, Sweeney, Williams*, Cengage Learning Publication(2001)
- 3 **' Business Statistics'**-*S.C.Gupta, Indra Gupta*, HPH Publication(2010)

E-Resources

- 1 <http://as.wiley.com/WileyCDA/WileyTitle/productCd-EHEP000275.html>
- 2 <http://www.gobookee.net/business-statistics-ken-black-solution>
- 3 <http://as.wiley.com/WileyCDA/WileyTitle/productCd-EHEP002055.html>



C. U. SHAH UNIVERSITY

FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER II (Two)

CODE PGMA204

Name of Subject Macro - Economics

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 Environment within which Organization has to function and to provide insight to Students of its Implication for Decision Making in Business Organization
- It gives knowledge about Policy of India

Prerequisite Basic Knowledge about Economy condition & Types of Market

Course outline

Sr. No.	Course Contents	Number of Hours
1	Introduction to Macro Economics: Definition, Scope, Importance and Limitations of Macro Economics	04



C. U. SHAH UNIVERSITY

2	Indian economic system : Introduction , Features of Indian Economy System	03
3	Indian Economy: Features, Economic growth and Economic development	05
4	Policy of Economy :Characteristics, Contents	04
5	Fiscal policy : Meaning, Contents of Fiscal Policy	04
6	Monitory Policy : Meaning, Need, Content of Monitory Policy, Importance	05
7	EXIM Policy	05
8	Balance of Payments : Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium	04
9	Population : Current scenario, causes, impacts on economy, solutions and current population policy.	04
10	National Income (NI) Accounting: Meaning of NI and Circular Flow of NI (in Four sector economy) , Stock and flow concept, NI at Current Price and NI at constant Price, Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income, Methods for measurement of NI, Difficulties in measurement of NI	05
11	Unemployment : Meaning, Types, Current scenario, Causes and solutions Governments' measures to eradicate Unemployment	06
12	Theory of Income and Employment : Keynes' Consumption Function, Investment Function	06
13	Keynesian Theory of Income and Employment, Investment Multiplier	05
	Total Hours	60



C. U. SHAH UNIVERSITY

Learning Outcomes:-

<i>Theoretical Outcome</i>	Understanding of basic Economic Aspects
<i>Practical Outcome</i>	It gives Knowledge about Policy of India

Teaching & Learning Methodology:

- Projects
- Case Studies
- Lectures

Books Recommended:

1. '**Macro Economics**', *S.K. Agarwala* Excel Books, New Delhi.
2. '**Business Economics**', *M. Adhikary* Excel Books, New Delhi
3. '**Indian economy**', *S.K. Misra & V.K. Puri*

E-Resources:

- 1 <http://www.pearsonhighered.com/educator/product/Macroeconomics>
- 2 <http://college.cengage.com/economics/boyes/economics/6e/macro/students/chapter/index.html>
- 3 http://www.knowledgepk.com/videos/Economics/Managerial-Economics/page_1



C. U. SHAH UNIVERSITY

FACULTY OF MANAGEMENT STUDIES MASTERS IN APPLIED MANAGEMENT (MAM)

SEMESTER II (Two)

CODE PGMA205

Name of Subject Financial Accounting

Teaching & Evaluation Scheme

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

Objectives

- To develop Understanding of Basics of Accounts.
- To impart knowledge about concepts of Accounts.
- Impart Knowledge up to Final Accounts of Sole Proprietorship.

Prerequisites

- Only basic working knowledge of Accounts is required

Course outline:

Sr. No.	Course Contents	Number of Hours
1	Definition, Nature and Scope of Accounting. Concept and Conventions of Accounting. Terms used in Financial Accounting.	4
2	Business Transactions – Meaning and Classification. Classification of Accounts. Rules of Debit and Credit. Accounting Equation.	4
3	Journal Entries.	7
4	Ledger Posting.	3
5	Subsidiary Books.	6



C. U. SHAH UNIVERSITY

6	Trial Balance.	3
7	Types of Errors & Rectification of Errors.	5
8	Final Account of sole proprietorship. Trading Account. Profit & Loss Account. Balance sheet. Various Adjustments.	12
9	Bank Reconciliation Statement.	6
10	Accounting Standard 1,2,6,10	10
	Total Hours	60

Learning Outcomes

Theoretical Outcome

Students can Learn Theoretical & Practical Aspects of Accounts.

Practical Outcome

Students can able to solve Problems from Journal Entries to Final Accounts.

Teaching & Learning Methodology

- Lecture
- Projects
- Case studies
- Assignments

Books Recommended

1. '**Financial Accounting**', V.K. Goyal, Excel Books, New Delhi
2. '**Principles and Practice of Accounting**', Gupta and Gupta, Sultan Chand & Sons, New Delhi)
3. '**Introduction to Accountancy**', S.N. Maheshwari, Vikas Publishing House
4. '**Financial Accounting**', Narayan Swamy, Prentice Hall India, New Delhi
5. '**Financial Accounting**', Ashish Bhattacharya, Prentice Hall India, New Delhi
6. '**Financial Accounting**', P.C. Tulsian, Tata McGraw Hill Publishing Co., New Delhi)

E-Resources

- 1 <http://bookboon.com/en/textbooks/accounting>
- 2 <http://www.globusz.com>
- 3 <http://www.accounting coach.com>