

# U.P. TECHNICAL UNIVERSITY, LUCKNOW



Syllabus

for

**Dual Degree Course in Management  
Master of Applied Management (MAM)**

**3<sup>rd</sup> Year – Semester 5 & Semester 6**

**Effective from the Session: 2015-16**

## PROGRAMME STRUCTURE AND EVALUATION SCHEME

### MAM Year 3

Effective from the Session: 2015-16

### Semester V

S. No.	Course Code	Subject	Periods (Hours)			Evaluation Scheme						Total	Credits
			L	T	P	Internal Evaluation			End Semester				
						CT	TA + AT 10+10	TOT	P	Th.	P		
1.	MAM 501	Macroeconomics	3	2	0	30	20	50	-	100	-	150	4
2.	MAM 502	Consumer Behaviour	3	2	0	30	20	50	-	100	-	150	4
3.	MAM 503	Quantitative Techniques in Management	3	2	0	30	20	50	-	100	-	150	4
4.	MAM 504	Public Relations Management	3	2	0	30	20	50	-	100	-	150	4
5.	MAM 505	Business Environment	3	2	0	30	20	50	-	100	-	150	4
<b>TOTAL</b>			<b>15</b>	<b>10</b>	<b>0</b>	<b>150</b>	<b>100</b>	<b>250</b>	<b>-</b>	<b>500</b>	<b>-</b>	<b>750</b>	<b>20</b>

Effective from the Session: 2015-16

### Semester VI

S. No.	Course Code	Subject	Periods (Hours)			Evaluation Scheme						Total	Credits
			L	T	P	Internal Evaluation			End Semester				
						CT	TA + AT 10+10	TOT	P	Th.	P		
1.	MAM 601	Project Management	3	2	0	30	20	50	-	100	-	150	4
2.	MAM 602	Business Ethics	3	2	0	30	20	50	-	100	-	150	4
3.	MAM 603	International Business	3	2	0	30	20	50	-	100	-	150	4
4.	MAM 604	Research Methodology	3	2	0	30	20	50	-	100	-	150	4
5.	MAM 605	Project	-	-	-	-	-	50	-	100	-	150	4
<b>TOTAL</b>			<b>12</b>	<b>8</b>	<b>0</b>	<b>120</b>	<b>80</b>	<b>250</b>	<b>-</b>	<b>500</b>	<b>-</b>	<b>750</b>	<b>20</b>

**Abbreviations used:**

- **L/T/P:** Lecture/Tutorial/Practical
- **CT/TA/AT:** Class Test/ Teacher Assessment/Attendance

## SEMESTER-V

### MAM 501 Macroeconomics

**Objectives:** The objective of this paper is to develop the understanding about the concepts on Macroeconomic variables, working and behavior of the economy as whole, relationships among the broad aggregates, and how business decisions are affected with the influence of macroeconomic variables.

#### Course Contents

##### Unit I

**Lectures: 12**

Concepts of Macroeconomics and National Income Determination: Definition, Nature, Scope Importance, Limitations of Macroeconomics; National Income Accounting: Meaning of National Income and Circular Flow of National Income in two, three, four sector economy, National Income at Current Price and at Constant Price, Various Concepts of National Income (GNP, GDP, NNP, NDP), Methods for Measurement of National Income.

##### Unit II

**Lectures: 12**

Concepts of Income and Employment: Meaning of Income and Unemployment, Types of Unemployment, Unemployment Rate, Problems with measuring Unemployment; Theory of Income and Employment - Classical, Modern (Keynesian) Approach; Consumption Function- Keynes' Psychological Law of Consumption – Average Propensity to Consume (APC), Marginal Propensity to Consume (MPC); Investment Function - Concept of Marginal Efficiency of Capital and Investment.

##### Unit III

**Lectures: 12**

Analysis of Money Supply and Inflation: Definition and Functions, Stocks of Money (M1, M2, M3 and M4); Demand for Money - Classical, Keynesian and Friedmanian Approach; Measures of Money Supply; Inflation-Meaning, Types, Causes, Impact and Remedies, Deflation, Stagflation.

##### Unit IV

**Lectures: 12**

Business Cycle - Meaning, Nature, Characteristics and Phases of Business Cycle, Effects of Business Cycle on major Macroeconomic Indicators, Remedies to neutralize the adverse effects of Business Cycle; Monetary Policy - Meaning and Nature of Monetary Policy, Role of Reserve Bank; Fiscal Policy - Meaning and Nature of Fiscal Policy, Role of Government.

#### Text Books

1. Soga, Erol, (2008) Macroeconomics, 1<sup>st</sup> edition, Pearson Education.
2. Agarwal, (2010), Macroeconomics Theory and Policy, 1<sup>st</sup> edition, Pearson Education.

#### Reference Books

1. Hubbard, Glenn R. & O'Brien, Anthony Patrik (2012), Macroeconomics, 4<sup>th</sup> edition, Pearson Education.
2. Dwivedi, D.N. (2005) Macroeconomics, McGraw Hill Education.
3. Mishra, S.K. and Puri, V.K. (2003), Modern Macroeconomics Theory, Himalaya Publishing House.

## SEMESTER-V

### MAM 502 Consumer Behaviour

**Objectives:** The objective of this paper is to provide students with a thorough understanding of the internal and external factors that influence consumer behaviour and to develop an appreciation of the importance of consumer behaviour in marketing and in today's business world.

#### Course Contents

##### Unit I

**Lectures: 12**

Introduction to Consumer Behaviour (CB) – Importance, Scope and Need; Consumer Research Process; Factors affecting CB; Consumer Involvement and Decision Making; Models of Decision Making

##### Unit II

**Lectures: 12**

Consumer Perception, Attitudes and Changes in Attitudes; Consumer Motivation ; Consumer Learning Process; Meaning and Nature of Personality, Self Concept; Consumer Behaviour Models – Economic, Psychoanalytical, Sociological, Howard-Seth, Nicosia and Engel-Kollat-Blackwell Model.

##### Unit III

**Lectures: 12**

Consumer Behaviour in India; Difference between Consumer Behaviour and Industrial Buying Behaviour; Nature and Factors affecting Industrial Buying; Influences on Consumer Decision Making – Family, Reference Groups, Personal, Social and Cultural Influences, Consumer Decision Making Process, Consumer Communication Process; Consumer Satisfaction

##### Unit IV

**Lectures: 12**

Industrial Buying Behaviour: Participants, Characteristics of Industrial Markets, Factors Influencing Industrial Markets, Stages of Industrial Buying Process.

#### Text Books

1. Schiffman, L G, Kanuk L L & S. R. Kumar: Consumer Behavior, Pearson Education Inc.
2. Kapoor Ramneek, Consumer Behaviour – Text and Cases, TMH
3. Majumdar Ramanuj., Consumer Behaviour, PHI
4. Kazmi & Batra- Consumer Behaviour, Excel Books
5. Loudon D L, J. Albert Della Bitta: Consumer Behavior; Concepts and Applications, Tata McGraw Hill Publishing Company Limited
6. Henry A.: Consumer Behavior and Marketing Action, Thomson Asia Pte Ltd.
7. Evans, M, Jamal A, & Foxall G: Consumer Behavior, John Wiley & Sons.

## SEMESTER-V

### MAM 503 Quantitative Techniques in Management

**Objective:** Students have already learnt basic concepts and tools in Statistics and Operations Research in course MAM 203 Business Statistics. The objective of this course is to develop students with other mathematical & statistical tools and operations research models which are used in business decision making.

#### Course Contents

##### Unit I

**Lectures: 12**

**Time Series Analysis:** Concept, Components of Time Series, Trend Analysis-Least Square Method.

**Index Numbers:** Meaning, Types of Index Numbers, Characteristics and Uses of Index Numbers, Construction of Price and Quantity Index Numbers.

##### Unit II

**Lectures: 12**

**Regression Analysis:** Meaning, Regression equations and their applications.

**Probability:** Concept of Probability and its uses in business decision making, Addition and Multiplication Theorems.

##### Unit III

**Lectures: 12**

**Decision Theory:** Types of Decision Making Environments, Decision making under Uncertainty-Criteria of Optimism, Pessimism, Equally Likely, Realism and Regret

**Game Theory:** Concept of Game, Two-person Zero-sum game, Pure and mixed Strategy Games.

##### Unit IV

**Lectures: 12**

**Sequencing Problems:** Johnson's Algorithm for n jobs & Two Machines and n jobs & Three Machines.

**Queuing Theory:** Characteristics of M/M/I Queue Model, Estimation of Arrival and Service Rates.

#### Text Books

1. Sharma, J.K., Business Statistics, Pearson Education, 2<sup>nd</sup> Edition.
2. Vohra, N.D., Quantitative Techniques in Management, Mc Graw Hill Education, 4<sup>th</sup> Edition.

## SEMESTER-V

### MAM 504 Public Relations Management

**Objectives:** The objectives of this course are to increase understanding of the major perspectives in public relations practice and management and to develop skills in applying public relations management principles to a variety of organizational situations and circumstances.

#### Course Contents

##### Unit I

**Lectures: 12**

Meaning and Objectives of Public Relations Management, Emergence of Public Relations, Public Relations and Propaganda, Steps of Public Relations Process - Defining PR Problems, Planning and Programming, Taking Action and Communicating, Evaluating the Program.

##### Unit II

**Lectures: 12**

Theories of Public Relations Management; Public Relations by MBO; Programme and Strategies; Research in PR and Public Opinion.; Media Relations- Principles for handling Print and Electronic Media ,Writing of Press Releases, Handling Press Questions.

##### Unit III

**Lectures: 12**

Public Relations as a Profession: Overview, Need and Scope of PR, Codes of Professional Conduct, Functions of Public Relations Department, Policy, Publicity, Product Publicity, Relations with the Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations.

##### Unit IV

**Lectures: 12**

Ethics and Challenges of Public Relations Management; Classical Communication Models, Transmission Model and its Criticism, Mass Communication Theory and Research/

#### Text Books

1. Belch, Geroge E & Belch, Michael. A., Advertising and Promotion, Tata McGraw Hill,Sixth Edition.
2. Shah Kruti and D'Souza Alan., Advertising and Promotion, Tata McGraw Hill
3. Duncan Tom., Principles of Advertising and IMC, Tata McGraw-Hill-Second Edition.

## Semester-V

### MAM 505 Business Environment

**Objective:** This course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

#### UNIT I (12 Sessions)

Overview of Business Environment : Meaning and Significance, Factors affecting Business Environment; Environmental Analysis and Forecasting; Overview of Economic, Political, Financial, Technological, Demographic Environment in India; Planning in India - Planning Commission, Critical Evaluation of Five Year Plans; Industrial Policy in India upto 1991, Industrial Policy after 1991

#### UNIT II (12 Sessions)

Indian Financial System: Monetary and Fiscal Policy; Overview of Indian Financial System; Primary and Secondary Financial Markets; Need & Functions of Regulatory Institutions – RBI, SEBI, IRDA; Macroeconomic Indicators: GDP, GNP, National Income, Per Capita Income, Inflation, Foreign Trade, Balance of Payments; Role of Industry in Economic Development; Poverty in India, Unemployment in India, Human Development, Rural Development, Problems of Growth

#### UNIT III (12 Sessions)

Overview of Public, Private, Joint and Co-operative Sectors; MSME, Village and Cottage Industry; Privatization & Disinvestment; Price and Distribution Controls; Food Security; Competition Policy and Law; Liberalization, Privatization and Disinvestments; Globalization, MNCs, Development and Regulation of Foreign Trade, GATT/WTO, FEMA Act, FDI, FII, etc

#### UNIT IV (12 Sessions)

Societal Environment; Social Responsibility of Business; Business Ethics; Labour Welfare and Social Security; Consumer Rights & Consumer Protection; Corporate Governance.

#### Suggested Readings:

1. Cherunilam Francis., Business Environment: Text and Cases, Himalaya Publishing, 8th Ed.
2. Mishra S K & Puri V K - Economic Environment of Business, Himalaya Publishing, 3rd Ed.
3. Shaikh & Saleem., Business Environment, Pearson, 2nd Edition
4. Mittal., Business Environment, Excel Books
5. Neelamegam V., Business Environment, Vrinda Publications , 2nd Edition
6. Fernando., Business Environment, Prentice Hall
7. Paul Justin., Business Environment: Text and Cases, Tata Mc Graw Hill.

## Semester-VI

### MAM 601 Project Management

**Objectives:** The basic objective of this course is to familiarize the students with various aspects of management of projects, various tools and techniques for project planning, appraisal, financing, selection, implementation and control.

#### Unit 1

**Lecture: 12**

Concepts of Project Management: Meaning, characteristics, categories of projects; Phases of Project Life Cycle; Project Organization, Responsibilities of a Project Manager, Project Management vs. General Management.

Project Identification: Idea Generation, SWOT, Preliminary Screening, Market & Demand Analysis, Project Risk Analysis,.

#### Unit II

**Lecture: 12**

Project Planning: Overview of Planning Process; Budgeting of Project: Importance, phases, techniques and challenges of budgeting, levels of decision making.

Financing of Project: Capital Structure, Sources of Long-Term Finance and Working Capital Finance, Raising International Capital

Project Costing, Profitability Projections through projected financial statements. Investment Evaluation: Traditional and Discounted Cash-flow techniques

#### Unit III

**Lecture: 12**

Technical Analysis: Selection of technology, plant capacity, location & site, machinery, civil work, environmental aspects, project charts and layouts.

Network Techniques: Project Network, Time Estimation, Critical Path, PERT, CPM Model

#### Unit IV

**Lecture: 12**

Social Cost Benefit Analysis: Concept and Significance ; Project Evaluation: Concept and Need of Evaluation, Evaluation Criteria, Project Audit; Project Termination: Concept and Types of Termination, Termination Process.

#### Text Books

1. Chandra, Prasanna, Project: Preparation, Appraisal, Budgeting & Implementation. (TMH, 7<sup>th</sup> Ed.)
2. Choudhury, S., Project Management (Tata McGraw Hill)

#### Reference Books

1. Mantel, Samuel J., Meredith, Jack R., Shafer, Scott M., Sutton, Margaret M., Gopalan, M.R.(Wiley India, 1<sup>st</sup> Indian Edition)
2. Rao, P.C.K., Project Management & Control (Sultan Chand & Sons, 2<sup>nd</sup> Edition)
3. Mishra., Project Management (Excel Books)



## Semester-VI

### MAM 602 Business Ethics

**Objectives:** The basic objective of this course is to gain insight into ethical behavior and to become familiar with inherent conflicts in being ethical. To understand the ethical dilemmas in business situations and to find ways to resolve them. To learn to make decisions effectively based on ethical thinking and decision making processes.

#### Unit 1

**Lecture: 12**

Business Ethics – Definition, Characteristics and Significance; Values and Value Systems; Ethical Theories and Approaches; Causes of Unethical Behaviour; Ethical Principles; Levels and Types of Ethical Dilemmas; Business Ethics in Indian Perspective

#### Unit II

**Lecture: 12**

Managing Business Ethics: Ethical Decision Making Processes and Guidelines; Building an Ethical Value System in the organization; Role of Laws and Enforcement; Training in Business Ethics

#### Unit III

**Lecture: 12**

Business Ethics & Society ; Ethics in Marketing and Industrial Espionage; Ethics in SCM and Intellectual Property; Ethics in Production & Operations; Ethics in Accounting, Finance & Investments; Ethics in HRM; Ethics in Information Technology

#### Unit IV

**Lecture: 12**

Global Business and Ethical Convergence; Role of International bodies like WTO in establishing Model Codes of Conduct; Cross-Cultural Ethical Dilemmas and their Resolution.

#### Text Books

1. Weiss, Joseph W., Business Ethics – Concepts and Cases, India Edition, Cengage Learning
2. Badi, R.V and Badi, N. V., Business Ethics, Vrinda Publications

#### Reference Books

1. Hartman, Laura P and Chatterjee, Abha., Perspectives in Business Ethics, (Tata McGraw Hill Publications)
2. Velasquez, Manuel G., Business Ethics – Concepts and Cases (PHI Publications)
3. Crane, Andrew and Matten, Dirk., Business Ethics (Oxford University Press)

## Semester-VI

### MAM 603 International Business

**Objectives:** This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace.

#### Unit 1

**Lectures: 12**

An Overview of International Business: Introduction, Definition of International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization.

#### Unit II

**Lectures: 12**

Overview of International Trade Theories and Investment Theories; Instruments of Trade Policy – Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-Dumping Policy.

#### Unit III

**Lectures: 12**

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Types of Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity, Mint Parity, Interest Rates, other Factors Affecting Exchange Rates

#### Unit IV

**Lectures: 12**

Overview of International Institutions: UNCTAD, IMF, IBRD, WTO; Regional Economic Integration: Introduction & Levels of Economic Integration, Regional Economic Integration in Europe, USA, ASEAN & SAARC

#### Text Books

1. Agarwal, Raj., International Trade (Excel)
2. Cherunilam, F., International Trade and Export Management (Himalaya)
3. Albaum, Duerr., International Marketing and Export management (Pearson)

#### Reference Books

1. Hill, C.W., International Business (TMH)
2. Daniels - International Business (Pearson)
3. Kumar, R and Goel., International Business, (UDH Publications)
4. Jaiswal., International Business (Himalaya Publication)
5. Varshney, R.L and Bhattacharya, B., International Marketing Management (Sultan Chand & Sons)

## SEMESTER-VI

### MAM 604 Research Methodology

**Objective:-** The objective of this course is to develop research skills of the students in investigating the business problems and interpreting the results of their investigation in the form of systematic reports.

#### Course Contents

**Unit I** **Lectures: 12**  
Meaning and Types of Research, Steps in Research Process, Methods of Research Design.

**Unit II** **Lectures: 12**  
Concept of Sample, Various Types of Sampling Techniques.  
Types of Data- Primary and Secondary, Various Methods of Collection of Data, Preparation of Questionnaire.

**Unit III** **Lectures: 12**  
Presentation of Data- Various Types of Charts and Diagrams.  
Formulation of Hypotheses and Testing- 't', Z and Chi-Square.

**Unit IV** **Lectures: 12**  
Report Preparation- Types and Layout of Research Report, Bibliography and Annexures in the Report.

#### Text Books

1. Cooper and Schindler - Business Research Methods, Tata Mc Graw Hills, 9<sup>th</sup> Edition
2. Kothari CR- Research Methodology, New Age International Publishers, 2<sup>nd</sup> Edition.

**SEMESTER-VI**

**MAM 605 Project**