

## **MAM-401 [ENGLISH LANGUAGE]**

### **UNIT-1**

- 1. Amalkanti : Nirendranath Chakrabarti**
- 2. Sita : Toru Dutt**
- 3. Tryst with Destiny : Jawaharlal Nehru**
- 4. Delhi in 1857 : Mirza Ghalib**
- 5. Preface to the Mahabharata : C. Rajagopalachari**
- 6. Where the Mind is Without Fear : Rabindranath Tagore**
- 7. A Song of Kabir : Translated by Tagore**
- 8. Satyagraha: M.K. Gandhi**
- 9. Toasted English: R. K. Narayan**
- 10. The Portrait of a Lady: Khushwant Singh**
- 11. Discovering Babasaheb : Ashok Mahadevan**

**Unit-II            Comprehension of an unseen passage**

**Unit-III        Letter Writing: Formal Letters, Informal letters, Applications**

**Unit IV         Report Writing**

**Unit V           Language Skills**

Correction of common errors in sentence structure: usage of pronouns, subject/verb agreement word order, gender; compound nouns, collective nouns, possessives, articles and prepositions. (Advanced)

### **References:**

1. English Language and Indian Culture, Published by M.P. Hindi Grant Academy.
2. Wren And Martin: High school Grammar & Composition: Sultan Chand & Sonz, New Delhi.
3. Rizvi, M Ashraf-Effective Technical Communication: The Mc Grew Hill Companies.
4. Knishnaswarny, N. Modern English- A Book of Grammar, Usage & Comoposition. Macmillan India Ltd.
5. Sharma, S.D- Communication Skill In English:, Nataraj Publishing House.

## MAM 402 [PUBLIC RELATION MANAGEMENT]

### Unit I

**Public relation Management:** Mission, vision and values, scope and benefits of public relation, Types of Public relation, Public relations and communication theory:-Opinions, attitude and belief Models of attitude formation and message reception (including semiotics) Communication process: source through to effect

### Unit II

**International perspectives and diversity:** Public relations and globalization. Gender and multi-cultural perspectives, Stockholm accords and future developments

### Unit III

**Strategic public relations:** Dialogue and persuasion models, Persuasion as an ethical means to obtain agreement and support Dialogue as consensus building and conflict resolution. Different theoretical perspectives including excellence, critical theory, feminism and most modernism

### Unit IV

**Reputation and relationship management:-**Reputation relatively stable and enduring. Reputation among strangers and relationship with friends, Exchange and communal relationships

### Unit V

**Applying ethics to public relations:** Ethics and professionalism, Ethical traditions such as consequential list and non-consequential list, ethical decision making and codes of conduct

### References:

The required text for this course is: McKee, K.B., & Lamb, L. (2009). Applied Public Relations: Cases in Stakeholder Management (Second Edition). New York, New York: Rutledge, Publisher. Because we have only one required text, significant supplemental readings will be supplied or read online throughout the course.

## **MAM-403 [ELEMENTS OF DIRECT AND INDIRECT TAX]**

### **Course Objective**

The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate and plan taxes.

### **Unit:-I**

Central sales taxes: Features terms, Definition, registration of dealer, procedure of assessment, filing of return, sales tax Authorities its power and function, penalty and appeal. Value added taxes

### **Unit:-II**

Custom act 1962 and overviewed, levy, collection & expectation from custom duty, date of determination of duties and tariff valuation. Prohibitions /restrictions of export & import Determination of duty where Goods consist of articles of different rate of duties warehousing, duty drawbacks u/s 74 & 75 , special

### **Unit:-III**

Basic Concepts: Assessment Years, Previous Years, Person, Income, Gross Total Income, Capital and Revenue Receipts and Expenditure, Residential Status and Incidence of Tax, Tax Free Income

### **Unit:-IV**

Income From Business and Profession: Basis of Charge, Scheme of Provisions, Deductions Expressly Allowed, and Expenses Allowed Under Restriction, Depreciation, Tax Planning.

### **Unit:-V**

Income from Salary: Meaning, Taxability of Allowances and Perquisites, Permissible Education, Treatment of PF, Gratuity, Tax Planning. Income from House Property: Tax Planning, Income from Capital Gains and other Sources: Tax Planning

### **Text Books**

Dr,Vinod Singhania/Monica Singhania, Students' Guide to Income Tax, Taxmann's V.K. Singania, "Direct Tax Law", New Delhi, Taxman Publications.2010 Jain & Jain Tax Planning and Management/ Income Tax, 2010,Pathmakers Bangalore Hariharan, N , Income Tax : Law & Practices, 2e TMH 2009 Lal-Income Tax, Pearson, 2010

### **References:**

Lal-Direct Taxes, Pearson, 2010 Sukumar Battacharya, "Indian Income Tax: Law & Practice", New Delhi, Indian Law House

## MAM 404 [ORGANIZATION BEHAVIOUR]

### Objectives:

To understand and appreciate different managerial functions and their application in an organizational setting. To give an overview of the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective. To analyze various topics pertaining to behavioral orientation to management such as Learning, Motivation

### Unit-I

**Study of organizational behavior:** Introduction, definition, nature of organizational behavior, why organizations exist, organizational effectiveness, foundations of OB, importance and shortcomings of OB, historical roots of OB, interdisciplinary focus, job satisfaction- Determinants – Measurements – Influence on behavior

### Unit –II

**Individual Behavior:** Motivation: Concepts: Nature of Motivation, Classification of Motives, Motivation Process, Theories of Motivation. Personality -Structure, determinants, personality traits and OB. Perception - Perceptual process, attribution, errors in perception, managing perception. Values & Attitude: Nature of Values, Types of Values, Determinants of Values, Importance of Values in Organizational Behavior, Nature & dimension of Attitudes, Components of Attitude, Types of Attitude, Attitude Formation, Attitude Change.

### Unit – III

**Group and interpersonal behavior:** Conflict Management .Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Leadership: Nature, Leadership Styles, And Traits of Effective Leader, Models and Theories of Leadership: Competency Perspectives; Behavioral Perspectives; Transformational Perspective, Leadership Skills. Learning - Nature and Significance of Learning, Process of Learning – Principles& Theories of Learning - Organizational Reward Systems - Behavioral Management.

### Unit –IV

**Dynamics of organizational process & design:** Types and their behavioral implications. Organization culture and climate - how is culture created and sustained, Factors affecting organizational climate – Importance. Centralization and decentralization; Delegation and inter-department coordination.

### Unit–V

**Organization change and development:** Characteristics & Objectives, Nature, levels of change, Pressures for change, The Domino effect, Responses to change, Force field analysis, Change process, Resistance to change, Dynamics of change.

### References:

1. Organizational Behaviour, 9th Ed. - Stephen Robbins
2. Organisation Behavior Text, Cases & Games: Aswathappa , Himalaya Publishing House
3. Robbins. Judge , Sanghi , ‘Organizational Behavior’, Pearson, 13th edition
4. Luthans Organization Behaviour Tata McGraw Hill
5. Principal of Organizational Behaviour: 4th Ed. By R. Finchem – Oxford

## MAM -405 [TOTAL QUALITY MANAGEMENT]

### Unit-I

Quality – Definition , Concept of Total Quality and its evolution, Elements in TQM, Dimensions of manufacturing and service quality, Definition of TQM – TQM Framework

### Unit-II

Leadership retention, Strategic quality planning, Quality statements - Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Employee involvement – Motivation, Empowerment, Team and Teamwork,

### Unit-III

Concepts & Application of 6 – New management tools – Six- sigma: Concepts, Sigma Quality: Comparison between 3-sigma & 6- sigma quality, methodology, Bench marking process – FMEA – Stages,

### Unit-IV

Quality circles – Definition, Quality Function Deployment (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Cost of Quality – Performance measures.

### Unit –V

Need for ISO 9000- ISO 9000-2000 Quality System - Elements, Documentation, ISO 9000 and ISO 14000 Series and SPC, Quality Circles, QS 9000 – ISO 14000 – Concepts, Requirements and Benefits

### References:

1. Mitra A., Quality Control Applications, Pearson Education.
2. Total Quality Management - Principles and Practice By S K MANDAL
3. Total Quality Management BY K. SHRIDHARA BHAT
4. Logothitis, Total Quality Management, PHI.
5. Janakiraman, B and Gopal, R.K, “Total Quality Management