

Semester - III					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	MOM301	Principle & Practice of Management	GC	4	4
2	MOM302	Front Office Managerial Operation	GC	4	4
3	MOM303	Research Methodology & Quantitative Technique	SC	4	6
4	MOM304	Back Office Managerial Operation	SC	4	4
5	MOM305	Office Administration & Management	SC	4	4
6	MOM306	Cost & Management Accounts	SC	4	4
7	MOM307	Viva Voce Based on Project	GC	4	4

MOM301 Principle & Practice of Management

Unit: I

Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker-Human Behaviour Approach, Management Science approach, Contingency or Situational approach.

Unit: II

Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroot Management.

Unit: III

Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, Planning pre-requisites, Forecasting, Decision Making.

Unit: IV

Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization. Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal.

Unit: V

Directing—Fundamentals, Motivation theories, Application Leadership & Command. Controlling—Fundamentals, Operational Control Techniques.

Recommended Books

1. Principles and Practice of Management—L.M. Prasad
2. Management: A Global and Entrepreneurial Perspective—Wehrich, Cannice, H. Koontz
3. New Era of Management—Richard L. Daft
4. Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.
5. Principles of Management—P. C. Tripathi & P. N. Reddy
6. Essentials of Management-An International Perspective—H. Koontz, Heinz Wehrich

MOM302: Front Office Managerial Operation

Unit: I

Marketing Manager—Marketing Objectives, Market Survey Designing, Research Planning, Customer Identification and Targeting, Product Planning, Promotion Planning, Resource Planning. Sales Manager—Sales Territorial Planning, Recruitment-Selection-Induction of Sales Personnel, Distribution Network Development Planning.

Unit: II

Logistics and Supply Chain Manager—Product Management, Fleet Selection, Operation Planning, Hospitality Manager—Hospitality Marketing, Destination Management, Agent and Operation Management. Front Desk Operation and Customer Satisfaction. Human Resource Development Manager—Recruitment, Selection, Training Module Development.

Unit: III

Finance Manager—Fund Management, Fund Allocation Planning, Budgeting. Cash Management. Warehouse and Inventory Manager—Product Identification and Selection, Primary Coding, Inventory Register Management, Demand and Supply Co-ordination.

Unit: IV

Retail Store Manager—Product Promotion and Display, Floor Operation Planning, Manpower deployment. Public Relation and Communication Manager—Develop Public Relation System and Communication.

Unit: V

Counseling and Negotiation Manager—Primary Counseling, Persuasion Technique, Primary Negotiation and Situation Controlling.

Recommended Books:

1. Retail Marketing Management—David Gilbert
2. Warehouse Management & Inventory Control—J. P. Saxena
3. Logistics Management—S. K. Bhattacharya
4. Financial Management Policy—James C. Van Horne
5. Human Resources Management and Human Relations—V. P. Michael
6. Principles of Auditing—A. Pandu
7. Sales Management—Still, Cundiff & Govoni
8. Marketing Management—Philip Kotler
9. Logistics Management—S. K. Bhattacharya
10. Front Office Operations—Colin Dix & Chris Baird
11. Counseling & Guidance—S. Narayana Rao
12. Travel and Tourism Management—V. V. Vara Prasad & V. B. T. Sundari
13. Public Relations—Shrutika Kasor

MOM303 Research Methodology & Quantitative Technique

Unit: I

Research—meaning, objective & types. Research design—meaning, features of a good design. 3. Sampling & Methods of data collections.

Unit: II

Questionnaire Design & Attitude measurement & Scales. Test of Hypothesis. Parametric & Nonparametric Tests. Interpretation & Report writing.

Unit: III

Statistics—Meaning & Definition, Scope, Limitations, Classification and Tabulation. Measures of Central Tendency—Arithmetic Mean, Median and Mode, Geometric and Harmonic Mean.

Unit: IV

Measures of Variations—Range, Quartiles, Mean Deviation and Standard Deviation. Simple Correlation, Co-Efficient of Correlation, Correlation & Regression Analysis. 5. Time Series, Index Numbers.

Unit: V

Probability Distribution. 7. Permutations and Combinations. Diagrammatic & Graphic Presentation of Data. Use of Excel for Quantitative Technique.

Recommended Books:

1. Research Methodology—R. Panneerselvam
2. Quantitative Techniques—C. R. Kothari
3. Quantitative technique—C. Satyadevi

MOM304: Back Office Managerial Operation

Unit: I

Marketing Manager—Product Research & Data Analysis, Marketing Strategy Formulation, Marketing Mix Planning, Promotion Mix Planning, Market Information System Analysis. Sales Manager—Training, Development, Motivation, Compensation Assessment, Performance Appraisal.

Unit: II

Logistics and Supply Chain Manager—Monitoring Logistic Operation, Distribution Channel Management. Hospitality Manager—Accommodation Management, Customer Service Management.

Unit: III

Human Resource Development Manager—Direction, Staffing, Organizing and Control. Finance Manager—Fund Forecasting, Budgeting, Auditing. Warehouse and Inventory Manager—Product Packaging & Storing, Secondary Coding, Inventory Monitoring.

Unit: IV

Retail Store Manager—Product Promotion, Visual Display & Merchandising, Manpower Planning and Deployment, Go down Operation. Public Relation & Communication Manager—Maintaining Public Relation with Stake Holders and General Interest Groups, Internal and External Communication.

Unit: V

Counseling & Negotiation Manager—Secondary Counseling and Decision Support Adaptation. Negotiation Modality and Final Situation Control.

Recommended Books:

1. Retail Marketing Management—David Gilbert
2. Warehouse Management & Inventory Control—J. P. Saxena
3. Logistics Management—S. K. Bhattacharya
4. Financial Management Policy—James C. Van Horne
5. Human Resources Management and Human Relations—V. P. Michael
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7. Sales Management—Still, Cundiff & Govoni
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9. Logistics Management—S. K. Bhattacharya
10. Front Office Operations—Colin Dix & Chris Baird
11. Counselling & Guidance—S. Narayana Rao
12. Travel and Tourism Management—V. V. Vara Prasad & V. B. T. Sundari
13. Public Relations—Shrutika Kasor

MOM305: Office Administration & Management

Unit: I

Office Administration: Administrative Office Management – Objectives Of Administrative Office Management – Scientific Office Management – Scientific Management in Office. Introduction to Office Organization and Management. Nature and Types of Organization. Principles and Process of Planning. Departmentalization and Span of Control, Delegation and Decentralization, Office Staff Motivation & Morale, Direction & Leadership , Office Supervision & Controlling.

Unit: II

Office System, Routines and Manual, Office Systems And Procedures: The System Concept – Definitions – Systems Analysis – Flow Of Work – Analysis Of Flow Of Work – Role Of Office Manager In Systems And Procedures –System Illustrated 2. Record Management: Records: Importance Of Records – Records Management – Filing – Essentials Or Characteristics Of A Good Filing System – Classification And Arrangement Of Files – Filing Equipment – Methods Of Filing – Modern Filing Devices – Centralized V. Decentralized Filing – Indexing – Types Of Indexing – Selection Of Suitable Indexing System – The Filing Routine – The Filing Manual – Records Retention – Evaluating The Records Management Programme – Modern Tendencies In Records Making, Office Record Management,. Business Reports.

Unit: III

Office Accommodation and Layout Office Accommodation: Introduction – Principles – Location Of Office – Office Building – Office Layout – Preparing The Layout – Re- Layout – Open And Private Office - New Trends In Office Layout.

Unit: IV

Office Stationery And Supplies: Stationery – Importance Of Stationery – Need To Control Office Stationery And Supplies – How To Keep Down The Stationery Cost – Proper And Careful Selection – Study Procedures – Method Improvement – Work Measurement – Motion Study Theory – Laws And Principles Of Motion Economy – Advantages Of Motion Study – Steps In Time And Limitations Of Time Study – Time And Motion Study – Special Characteristics Of Office – Work Activity Or Work Simplification – Standardization – Advantages – Limitations – Work Simplification

Unit: V

Control Of Office Costs: Is Office Work Unproductive? – Cost Reduction Or Cost Saving – Areas Of Office Economies – Methods Of Cost Reduction And Cost Saving – Developing Cost Consciousness – Economy In Procurement And Use Control – Budgetary Control – Types Of Budgets – Office Budget – Organization And Methods – Supervisory Control

Recommended Books:

1. Office Procedures—M.N. Mishra
2. Office Management—Bajaj & Tuli
3. Office Management—R.S.N. Pillai & Bagavat
4. Office Organization and Management—S. P. Arora

MOM306 Cost & Management Accounts

Unit: I

Introduction to Cost Accounting- Meaning- Definition- Cost Concepts-Costing- Cost Accounting- Cost Accountancy- Objectives and functions of Cost Accounting- Cost Unit- Cost Centre- Responsibility Centres- Profit Centre- Cost Control- Cost Reduction- Distinction between Cost Accounting and Financial Accounting-Essentials of a good costing system- Installation of costing system- Methods and Techniques of Cost Accounting- Advantages and Disadvantages of Cost Accounting- Cost concepts and classification- elements of cost Preparation of Cost Sheet- Cost sheet- Objectives- preparation- Tender and Quotation- Reconciliation Statement –Need- Reasons for disagreements in Profits-Preparation- Memorandum Reconciliation Account

Unit: II

Marginal Costing and Break Even Analysis- Marginal Costing- Meaning-Definition- Difference between Marginal Costing and Absorption Costing - Differential Costing- Advantages and Disadvantages of Marginal Costing -Break Even Analysis- Cost Volume Profit Analysis- Break even chart- Simple Break Even Chart- Marginal Costing and Decision Making- Pricing Decisions- Key Factor Make or Buy- Sales Mix- Acceptance of foreign Order.

Unit: III

Budget and Budgetary Control- Meaning and Definition- Objectives- Steps in budgetary control- - Budget Manual Budget Committee- Budget key factor- Types of budgets- Advantages and limitations of budgetary control- Preparation of Cash Budget and Flexible Budget- Zero base Budgeting- Performance Budgeting.

Unit: IV

Specific Order Costing- Job Costing – Meaning - Procedure- Batch Costing- Meaning- Procedure Economic Batch Quantity- Contract Costing-Meaning- Objectives- Work-in-Progress Work Certified and Uncertified- Retention money and progress payments- Determination of Profit on Incomplete Contract Treatment-Balance Sheet- Escalation Clause- Cost-plus Contract.

Unit: V

Operating Costing- Definition- Transport costing- Canteen costing- Hospital costing Process Costing- Process Accounts- Process Losses- Normal and Abnormal losses- Abnormal Gain - Treatment- Joint Products and By-products- Methods of Apportioning Joint costs- Accounting for Byproducts Activity based costing. Price decisions. Introduction to Cost Audit. New Costing Techniques—target costing, throughout costing, inflation accounting, life cycle accounting, total cost management etc.

Recommended Books

1. Financial Management—I. M. Pandey
2. Financial Management—M. Y. Khan & P. K. Jain
3. Accounting for Management—Dr. Ashok Sehgal & Dr. Deepak Sehgal
4. Accounting for Managerial Decision—Ved Prakash

MOM307: Viva Voce Based on Project