

## M.Phil MANAGEMENT

### Course Category

MMgm : M.Phil in Management

CCC: Compulsory Core Course

ECC: Elective Core Course

### Contact Hours:

L: Lecture

T: Tutorial

P: Practical or Other

### Marks Distribution :

IA: Internal Assessment (Test/Classroom

Participation/Quiz/Presentation/Assignment etc.)

EoSE: End of Semester Examination

### **M. Phil (Management)**

#### **(Course Structure)**

Subject code	Subject Name	Teaching hours			Marks		
		L	T	P	External	Internal	Total
01MMGM101	<b>Research Methodology</b>	3	0	0	70	30	100
01MMGM102	<b>EMERGING TRENDS IN MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>30</b>	<b>100</b>
01MMGM103	<b>FUNCTIONAL MANAGEMENT DECISIONS</b>	3	0	0	70	30	100
<b>01MMGM104</b>	<b>Contemporary</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>100</b>		<b>100</b>

	<b>Marketing</b>						
<b>Total</b>		<b>12</b>	<b>0</b>	<b>0</b>	<b>280</b>	<b>120</b>	<b>400</b>

### SEMESTER II

Subject code	Subject Name	Teaching hours			Marks		
		L	T	P	External	Internal	Total
02MMGM101	<b>Advanced Research Methodology</b>	3	0	0	70	30	100
02MMGM102	<b>Human Resource MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>30</b>	<b>100</b>
02MMGM103	<b>Marketing MANAGEMENT</b>	3	0	0	70	30	100
<b>02MMGM104</b>	<b>Dissertation</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>100</b>		<b>100</b>
<b>Total</b>		<b>12</b>	<b>0</b>	<b>0</b>	<b>280</b>	<b>120</b>	<b>400</b>

### RESEARCH METHODOLOGY

**Course/Paper: 01MMGM101**

#### **Unit - 01**

Research - definition - importance and meaning of research - characteristics of research - types of research - steps in research - identification, selection and formulation of research problem – research questions - research design - formulation of hypothesis - review of literature

## **Unit - 02**

Sampling techniques : sampling theory - types of sampling - steps in sampling - sampling and non-sampling error - sample size - advantages and limitations of sampling. Collection of data : primary data - meaning - data collection methods - secondary data - meaning - relevances, limitations and cautions.

## **Unit - 03**

Statistics in research - measure of central tendency - dispersion - skewness and kurtosis in research. Hypothesis - fundamentals of hypothesis testing - standard error - point and interval estimates - important non-parametric tests : sign, run, kruskal - wallis tests and mann-whitney test.

## **Unit - 04**

Para metric tests : testing of significance - mean, proportion, variance and correlation - testing for significance of difference between means, proportions, variances and correlation co-efficient. Chi-square tests - anova - one-way and two-way.

## **Unit - 05**

Research report : types of reports - contents - styles of reporting - steps in drafting reports - editing the final draft - evaluating the final draft.

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### **References:**

1. Kothari, C.R.(2004). Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.
2. Arya., P.P. and Pal, Y.(2001) Research Methodology in Management: Theory and Case Studies. Deep and Deep Publishers Pvt. Ltd., New Delhi

## **Paper –II EMERGING TRENDS IN MANAGEMENT**

**Course/Paper: 01MMGM101**

### **UNIT I EMERGING TRENDS IN GENERAL MANAGEMENT**

Business Process Reengineering - Benchmarking - Management By Objectives & Exception – Management By Walking Around - Corporate Governance – Corporate social Responsibility – Business Adoption – Work-life balance

## **UNIT II**

### **EMERGING TRENDS IN HUMAN RESOURCES MANAGEMENT**

Socialisation - 360 degrees appraisal – Flexi timing – Emotional Labour – Knowledge management – Employee engagement – Retention strategies – Outplacement

## **UNIT III**

### **EMERGING TRENDS IN MARKETING MANAGEMENT**

Marketing Mix - Customer Relationship Management – Online and Web marketing – Marketing ethics.

## **UNIT IV**

### **BEST PRACTICES IN FINANCIAL MANAGEMENT**

Economic Value Addition - Activity Based Costing – Depository Services – Derivatives Market.

## **UNIT V**

### **EMERGING TRENDS IN OPERATIONS MANAGEMENT**

Business Process Outsourcing - Enterprise Resources Planning - Kaizen – Automated Storage and Retrieval System – Just-in-time inventory, Flexible manufacturing systems, Lean manufacturing, Supply chain management.

#### **Text Book**

1. C.B. Memoria, 2000, *Personnel Management*, New Delhi, Himalaya Publications.

#### **References**

1. Edwin Flipp, 1999, *Personnel Management*, New Delhi, McGraw Hill Publications.
2. Davis & Newstrom, 2000, *Human Behaviour at Work*, New Delhi, McGraw Hill Publications.
3. Fred Luthans, 2000 *Organisational Behaviour*, New Delhi, McGraw Hill Publications.
4. Stephen P. Robins, 2001 *Organisational Behaviour*, New Delhi, Prentice Hall of India Ltd.

## **Paper –III FUNCTIONAL MANAGEMENT DECISIONS**

**Course/Paper: 01MMGM103**

## **UNIT I**

### **GENERAL MANAGEMENT**

Planning – Organising – Staffing and Controlling - Mergers and Acquisitions - Professional ethics – Business environment: political, social, technological, legal and cultural

## **UNIT – II**

### **ORGANISATIONAL BEHAVIOR**

Personality – Perception - Attitude and Values - Motivation - Job satisfaction – Leadership - Group dynamics – Organisational Climate and Culture- Organizational development

## **UNIT – III**

### **HUMAN RESOURCES MANAGEMENT**

Selection and recruitment – Training and Development – Industrial relations – Industrial Disputes - Labor welfare – Man power planning – Job evaluation and merit rating – Performance appraisal – Employee compensation and rewards

## **UNIT –IV**

### **MARKETING MANAGEMENT**

Marketing mix - segmentation, targeting and positioning - New product development – Product life cycle – Pricing – Channel decisions - Personal selling – Advertising – Promotion – Consumer research – Publicity – Customer relationship management - Export marketing.

## **UNIT V**

### **OPERATIONAL MANAGEMENT**

Plant Location -Plant layout - Product design & process selection - Production planning and control – Inventory Management – Materials management – Maintenance management

### **References**

1. Rajan Nair.N., Sanjith R. Nair, 2000, *Marketing*, Sultan Chand & Sons, New Delhi.
2. Philip Kotler, 2001, *Marketing Management*, New Delhi ,Prentice Hall of India Ltd.
3. Stanton William, J.S. and Charles Futrell, 1998, *Fundamentals of Marketing*, NewDelhi, McGraw Hill Book & Co.
4. Monga & Shalini Anand, 2000, *Marketing Management*, New Delhi, Deep & Deep publications

**Paper –IV MARKETING MANAGEMENT**

**Course/Paper: 01MMgm104**

## **UNIT I**

### **INTRODUCTION**

Evolution of Marketing – Nature and Scope – Marketing Philosophies - Core concepts of marketing – Marketing process - Marketing Mix

## **UNIT II**

### **ANALYSING MARKETS AND S-T-P STRATEGIES**

Analysis of marketing opportunities – Marketing Intelligence - Competitors - Analysis of micro and macro environment – Understanding individual and industrial buyer behaviour – Buying decision process – Consumerism - Strategies for market segmentation, targeting and positioning

## **UNIT III**

### **MARKETING MIX STRATEGIES**

Product planning – product life cycle – New product development – brand management -

Packaging - Pricing strategies - Pricing methods - Distribution channel selection and management - Promotion Mix - Marketing Communication - Advertising – Personal selling - Sales force management - Sales promotion – Publicity and Public Relations.

## **UNIT IV**

### **MARKETING RESEARCH**

Types, process – tools and techniques – application of marketing research – product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, competitor analysis and related aspects – preparation of marketing research report – sample case studies.

## **UNIT V**

### **OTHER AREAS OF MARKETING AND EMERGING TRENDS**

International marketing – Rural Marketing - Online marketing – Web based marketing programmes - Marketing to non-profit organizations - Marketing to organizations –Marketing of services – Event marketing – Emotional marketing – Holistic marketing - Emerging new trends and challenges to marketers - Building customer satisfaction - Database marketing - Customer Relationship Management

## **TEXT BOOKS**

1. Philip Kotler: Marketing management (Millenium edidtion), prentice hall of India P (ltd), New Delhi 2001.
2. Zikmand d'Amico, Marketing South western, Thomson Learning, 2000.
3. Sherlekar S.A.,Marketing Management, Himalaya publishing,New Delhi

## **REFERENCES:**

1. Micheal R.Czinkota & Masaaki Kotabe, Marketing management, Vikas Thomson learning 2000.
2. Douglas, J.Darymple marketing management John Wiley & Sons, 2000
3. NAG, marketing successfully A professional perceptive, macmilan 2001
4. Boyd Walker, Marketing Management, McGraw Hill, 2002
5. Aakar Day, Kumar, Essential of Marketing Research
6. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998

## **SEMESTER II**

### **02MMGM101 Advanced Research Methodology**

#### **Unit - 01**

##### **UNIT I**

**.Basic concepts:** Research process, problem identification, research designs, informal experimental designs. Completing randomised design, randomized block design, latin square design, factorial designs

##### **UNIT II .**

**Sampling and testing of hypothesis:** Concept of probability, probability distribution, Normal, Poisson,  $\chi$ -square, t-test. Sampling distribution, central limit theorem, Sandler's A-test, standard error, population mean, population proportion, sample size, confidence intervals, null hypothesis and alternative hypothesis, level of significance, two tailed and one tailed tests, Z-test, t-test,  $\chi^2$ -test, F-test, testing of correlation coefficients, ANOVA one way ANOVA, two way ANOVA Tukey's HSD.

##### **UNIT III**

**Non-parametric tests:** Sign test, Fisher-Irwin test, Mc Nemer test, Wilcoxon Mali test, Wilcoxon, Mann-Whitnery test, Kruskal-Wallis test, one sample runs test. Spearman's rank correlation, Kendall's coefficient of concordance.

##### **UNIT IV**

**Multivariate analysis:** Multiple regression, multiple discriminant analysis, multiple analysis of variance, canonical correlation analysis, Factor analysis cluster analysis, pathanalysis. Computational techniques.

##### **UNIT V**

Computer Application, Basic of Computer, System Software & application Software. Computer as a tool of Research: Application in data Analysis, related software. MS Office, SPSS, Data Communication, LAN & WAN Data Exploration

using internet tools, e-journal, e- books, Basic concept of teleconferencing & related configuration

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### **References:**

1. Kothari, C.R.(2004). Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.
2. Arya., P.P. and Pal, Y.(2001) Research Methodology in Management: Theory and Case Studies. Deep and Deep Publishers Pvt. Ltd., New Delhi.

Reference books :

### **References**

1. L. M. Prasad, 2001, *Organisational Behaviour*, New Delhi. Sultan Chand & Sons.
2. S. N. Maheswari, 2001, *Financial Management*, New Delhi, Sultan Chand & Sons.
3. Rajendra Nargundkar 2002, *Marketing Research*, New Delhi, Text and Cases, TataMcGraw Hill Publishing Company Limited,

## **02MMGM102 HUMAN RESOURCE MANAGEMENT**

### **Unit I**

Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

Manpower Planning – Concept, organization and practices, manpower planning techniques

– short term and long term planning.

### **Unit III**

Recruitment and Selection Skill – Job analysis – Description – Job Specification – Selection Process – Tests and interviews – Placement and induction. Performance appraisal –purpose – Factors affecting performance appraisal – Counseling.

### **Unit IV**

Training and development – Need and Importance – Assessment of training needs – Training and development and various categories of personnel – Career planning and development –Career counseling, promotions and transfers – Retirement and other separation processes.

### **Unit V**

Wages and Salary administration – Developing a sound compensation structure – Regularity provisions – Incentives – Grievance handling and discipline – Developing grievance handling and discipline – Development grievance handling systems – collective bargaining

Managing conflicts.

**Text Book**

1. C.B. Memoria, 2000, *Personnel Management*, New Delhi, Himalaya Publications.

**References**

1. Edwin Flipp, 1999, *Personnel Management*, New Delhi, McGraw Hill Publications.
2. Davis & Newstrom, 2000, *Human Behaviour at Work*, New Delhi, McGraw Hill Publications.
3. Fred Luthans, 2000 *Organisational Behaviour*, New Delhi, McGraw Hill Publications.
4. Stephen P. Robins, 2001 *Organisational Behaviour*, New Delhi, Prentice Hall of India Ltd.

**02MMGM103 MARKETING MANAGEMENT**

**Unit I**

Marketing – meaning – functions of marketing – Marketing Mix – Market Segmentation – Agricultural marketing, features, problems.

**Unit II**

Product – meaning – features – classification – new product planning and development – Product Mix – Product Life cycle. Branding, Brand loyalty and equity, Packaging, ISO series and Agmark.

**Unit III**

Pricing – meaning – Objectives – Factor affecting pricing – methods and types of pricing.

**Unit IV**

Promotion – Meaning – Need – Promotion mix, Personal Selling – Meaning – Advantages-Limitations.

**Unit V**

Customer Relationship Management – Service Marketing Applications – Marketing – retention strategies of some special fund and non – fund based financial services – leasing and hire purchase services – consumer finance, insurance and factoring – Mutual funds and credit cards.

**Text Book**

1. R.S.N. Pillai & Bagavathi, 2000, *Modern Marketing*, New Delhi, S.Chand & Co.

## **References**

1. Rajan Nair.N., Sanjith R. Nair, 2000, *Marketing*, Sultan Chand & Sons, New Delhi.
2. Philip Kotler, 2001, *Marketing Management*, New Delhi ,Prentice Hall of India Ltd.
3. Stanton William, J.S. and Charles Futrell, 1998, *Fundamentals of Marketing*, NewDelhi, McGraw Hill Book & Co.
4. Monga & Shalini Anand, 2000, *Marketing Management*, New Delhi, Deep & Deep publications.

**02MMGM104**

**DISSERTATION**