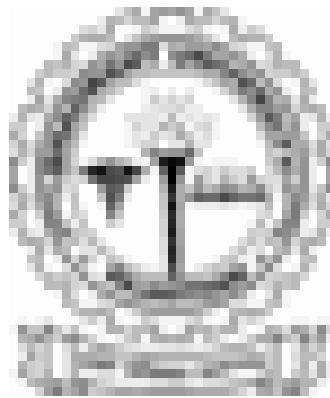


BHAGWANT UNIVERSITY

Sikar Road, Ajmer

Rajasthan



Syllabus

Faculty of Commerce & Management

M. Phil I Semester

Business Administration

Course Category

| Subject | Subject | Teaching Hours | Marks |
|---------|---------|----------------|-------|
|---------|---------|----------------|-------|

M.Phil in Business Administration

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 (Business Administration)

(Course Structure)

| Subject code | Subject Name | Teaching hours | | | Marks | | |
|--------------|---|----------------|----------|----------|------------|------------|------------|
| | | L | T | P | External | Internal | Total |
| 01MBAD101 | Research Methodology | 3 | 0 | 0 | 70 | 30 | 100 |
| 01MBAD102 | Organizational Behaviour | 3 | 0 | 0 | 70 | 30 | 100 |
| 01MBAD103 | Strategic Management | 3 | 0 | 0 | 70 | 30 | 100 |
| 01MBAD104 | Contemporary Issue in Management | 0 | 0 | 3 | 100 | | 100 |
| Total | | 9 | 0 | 3 | 280 | 120 | 400 |

| | | L | T | P | External | Internal | Total |
|--------------|----------------------------------|----------|----------|----------|-----------------|-----------------|--------------|
| 02MBAD101 | Advanced Research Methodology | 3 | 0 | 0 | 70 | 30 | 100 |
| 02MBAD102 | Management of Small Enterprises | 3 | 0 | 0 | 70 | 30 | 100 |
| 02MBAD103 | Sales and Advertising Management | 3 | 0 | 0 | 70 | 30 | 100 |
| 02MBAD104 | Dissertation | 0 | 0 | 3 | 100 | 0 | 100 |
| Total | | 9 | 0 | 3 | 310 | 90 | 400 |

Marks scheme for M. Phil Courses:

The total maximum marks for evaluation in M. Phil shall be 800. Out of a maximum of 100 marks in each theory paper 30 marks (30%) shall be for the continuous sessional assessment to be done internally based on assignments (15 marks) and seminar/written test (15 marks). The theory examination will be held at the end of each semester. Each theory paper shall be assessed out of a maximum of 70 marks.

SYLLABUS FOR M.PHIL. (BUSINESS ADMINISTRATION) EXAMINATION

SEMESTER – I

Paper I-01MBAD101

Research Methodology

Note: Ten questions will be set in the question paper out of which student will be required to attempt any five questions. Each question carries 14 marks.

Unit – I

Introduction: Research concept, Definition, Objective, Needs and Importance of research, Types, Research Methodology steps.

Unit – II

Defining Research Problem: The situation analysis, the informal investigation.
Research Design: Meaning, types, need and effects.

Unit – III

Sampling Design: Census Vs Sample, different type of sample, sampling frame and unit, size of sample and its determination.

Unit – IV

Measuring and Scaling Techniques: Nominal, Ordinal, Interval and ratio measurement, different methods of scaling.

Unit – V

Collection of Data: types, method of primary data collection, inter-view, questionnaire, schedule observation, secondary data collection.

Paper II – 01MBAD102

Organizational Behavior

Note: Ten questions will be set in the question paper out of which student will be required to attempt any five questions. Each question carries 14 marks.

Unit – I

Introduction, emergence of organizational as a discipline, contributing discipline to the organizational behavior field, trends, the changing workforce, challenges and opportunities for organizational behavior.

Unit – II

Foundation of individual behavior: The individual – biological characteristics ability, learning, perception, values, attitude and job satisfaction. Personality organization: Introduction.

Unit – III

Motivation in workplace: early and contemporary theories of motivation.
Leadership: Traits and cognitive theories approaches to leadership and challenges to the leadership.

Unit – IV

Foundation of group behavior: Nature of group, stage of group development, structure group decision making and types of teams and informal group.
Communication: process, direction, barriers, issues in communication and interpersonal and organizational communication.

Unit – V

Organizational Development: Definition, underlying assumption and values of organizational development, nature of OD, organization structuring, organizational Dynamics – managing planned change, factors influencing change and work stress.

Paper III –01MBAD103

Strategic Management

Note: Ten questions will be set in the question paper out of which student will be required to attempt any five questions. Each question carries 14 marks.

Unit – I

Meaning and definition, nature and scope of strategic management. Concept of corporate strategy and Tactics, concept of synergy and its relevance to strategy.

Unit – II

Responsibilities of Top Management and the CEO in formulating strategy:
Overview of Decision theories and strategic decision making.

Unit – III

Formulation of Strategy: Corporate Mission and objectives, basic strategic alternative, making choice of strategy and different types of strategy.

Unit – IV

Implementation of Strategy: Interdependence of implementation of strategy, strategy and corporate organization structure.

Unit – V

An overview of functional strategies- Human Resource Strategy, strategic aspects of recruitment, training etc.

Paper IV-01MBAD104

Contemporary Issues in Management

Note: Ten questions will be set in the question paper out of which student will be required to attempt any five questions. Each question carries 14 marks.

Unit – I

Managerial Ethics: Meaning and definition of managerial ethics, characteristics, advantages, ethical Dingtman, requirement of managerial ethics in global environment.

Unit – II

TQM: Meaning and definition of TQM, elements, concept, principle of deming, advantages tools and barriers.

Unit – III

Retail Management: Meaning and definition, challenges, functions, significance, role, distribution channel and trends.

Unit – IV

Emerging trends in service marketing: definition, characteristics, classification of service, globalization of service.

Unit – V

Globalization and Industrial Relation: Definition, concept and scope of industrial relation, evolution of industrial relation, role of state in industrial relation, emerging trends in industrial relation (challenges and the problems of rural labour).

Semester II

Paper I - 02MBAD101

ADVANCED RESEARCH METHODOLOGY

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, χ -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, x^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, path analysis. 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.

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.

3. Bedekar V. H. 1982 – How to write assignments, research papers, dissertations, Kanak New Delhi.
4. Barzani J. and Graff Henry, 1977 – The Modern Researcher, Harcourt Brace Jovanovich Inc. 3rd Ed.
5. Gattner, E. S. M. & F. Cardasco 1970 – Research and report writing, Pb. Barnes and Noble, N.Y.

Paper II - 02MBAD102

MANAGEMENT OF PUBLIC ENTERPRISES

Unit – I

Evolution and growth of Public Enterprises in India, Role of Public Enterprises under different types of economic systems.

Unit – II

Social and Economic, Objectives of public enterprises, Scope and Rationale of public sector in India.

Unit – III

Pattern, Organisation and Management of Public Sector.

Unit – IV

Control of state monopolies and State trading regulation and control of public sector enterprises, Public account, Committee, Parliamentary apparatus, Boards, Bureau of Public Enterprises etc.

Unit – V

Problems facing public sector in India: Financial, Marketing, Technological, Material and Human, Labour Management Relations in Public Sector.

Suggested Readings

1. Bureau of Public Enterprises (New Delhi): A handbook of Public Enterprises.
2. Khera, S.S.: Govt. of Business.
3. Kaushal, O.P.: Management, Organisation and Control in Public Enterprises.
4. Laxmi Narain: Public Enterprises in India.
5. Mallya, M.N.: Public Enterprises in India.
6. Om Prakash: Theory and Working of State Corporation.

7. Ramaswami, T.: Public Enterprises in India.
8. Ramanadham, V.: Control of Public Enterprises in India.
9. Ramanadham, V.: Structure of Public Enterprises in India.

Paper III - 02MBAD103

SALES AND ADVERTISING MANAGEMENT

Unit – I

Sales Organisation: Purpose of organisation, basic types of sales organisation structure, Sales manager qualities and functions.

Unit – II

Sales force management: Personnel management in the selling field, recruitment selection and training sales personnel, remuneration of sales personnel, motivation of sales personnel.

Unit – III

Sales fields and salesmen's territories, Work assignment and quotas.

Unit – IV

Advertising as management function, Role of advertising process, Consumer orientation in advertising, Objectives of advertising, Advertising department and Advertising agency.

Unit – V

Advertising appeal, Selecting the appeal, Advertising layout, Advertising copy, Creative advertising, Advertising media, Meaning, types, selection of media (factors).

Suggested Readings

1. Agrawal, J.K. and Agrawal, R.K.: Sales Management (Hindi).
2. Bhadada, B.M., Porwal, B.L.: Sales Management (Hindi), Ramesh Book Depot, Jaipur.
3. Cundiff, Still and Gowani: Sales Management, Prentice Hall of India.
4. Dashora, M.L.: Sales Manship (Hindi) (Kalyani).
5. Davar, R.S.: Salesmanship and Advertising.
6. Jain, S.C.: Vikraya Prabandh – Sales Management (Hindi), Sahitya Bhawan, Agra.

7. Srivastava, P.K.: Vipran Prabandh, Marketing Management (Hindi), Publishing House, Himalaya.

Paper IV - 02MBAD104

Dissertation