

SYLLABUS

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI-12

M. Phil. MBA

(For all affiliated Colleges) (Curriculum Effective From July 2018 Onwards)

Eligibility for Admission:

A candidate shall be eligible for admission to Master of Philosophy (M Phil) in Management course if he/she has obtained M.B.A Degree with minimum of 55 % Marks from any University and the degree thus obtained is duly recognized by our University and Qualify the Entrance Examination conducted by the University. Necessary relaxation in percentage of marks will considered as per the Tamilnadu State Government norms.

However, the University reserves the right to change the Eligibility conditions for admission to the M Phil program in accordance with the Minimum Standards and Procedure announced by University Grants Commission and the University norms for admission to the program as announced from time to time.

Semester-I				
Part	Subject Status	Subject Title	Subject Code	Credit
1	Core 1	Research and Teaching Methodology	PMTC11	4
2	Core 2	Competency for Excellence	PMTC12	4
3	ELECTIVE PAPERS (any One)	Contemporary Issues in Finance	PMTO11	4
4		Contemporary Issues in Managing Human Resources	PMTO12	4
5		Contemporary Issues in Marketing	PMTO13	4

Semester-II			
Subject Status	Subject Title	Subject Code	Credit
1	Project and viva voce	PMTC2D	12

Dissertations:

The students should strictly adhere to the procedure laid out by the respective departments for progress of the research work. The rules and regulations pertaining to the process of evaluation of the dissertation work will be announced by the Centre for Research and the Office of the Controller of Examinations of the University.



CORE I

RESEARCH AND TEACHING METHODOLOGY

COURSE OBJECTIVE:

To improve the research acumen and the teaching ability of the students and help them to probe business issues scientifically.

UNIT I: RESEARCH

Definition, Objectives, Scope, Scientific, Ethics, Process. Research in Social Sciences – Classification. Need for Research – identification of an issue, formulation of a problem. HYPOTHESIS – Sources, Types, Characteristics. RESEARCH DESIGN - Review of Literature - Primary and Secondary Sources. Measurement – Function, Characteristic, Construction of Measurement Tool. Research Plan. DATA – Meaning, Importance, Sources, applicability. Sources of secondary data. Sources of Primary data. Methods of Collection - Observation, Experimentation, Survey (Types)

UNIT II: SAMPLING

Definition, Objectives, Characteristics. Sample design - Universe, Sample Unit, Sample Size (Determination), errors (sampling and non sampling) Sampling Techniques (Probability and Non Probability), Advantages and Limitations of each Sampling technique. TOOLS FOR DATA COLLECTION - Choice on Methods of data collection - Nature of Fieldwork, Sampling Frame and Sample Selection. Schedule and Questionnaire – Construction, types of questions, Measurement Scale and Indices, Pilot Study and Pre-test.– Field Operation. DATA PROCESSING -Editing, coding, transcription, Classification and Tabulation of data. Data analysis – meaning, methods, quantitative and qualitative analysis, introduction to uses of Statistics and its limitation, introduction to parametric and non-parametric tests, graphic presentation.

UNIT III: DATA STATISTICS

measures of central tendency, measures of dispersion, Uni-variate, Bi-variate, Multivariate, Contingent Table, Measure of Association / Relationship. HYPOTHESIS – Formulation, Testing. DATA ANALYSIS (Uni and Bi-variate) – Percentage, Weighted Average, Garret Ranking, correlation and regression, T- test, Z – Test, Run Test, F – Test, One Way ANOVA, Two Way ANOVA, Chi Square Test. MULTIVARIATE ANALYSIS - Multi Dimensional Scaling, Factor Analysis, Conjoint Analysis, MANOVA, Cluster analysis, Discriminate analysis.

UNIT IV: REPORT WRITING

Types, Different stages in research Report. Layout of the research report. Precautions for writing Research Reports. Problems of Inference in



Non-experimental Sciences.Uses of footnotes, References and Bibliography.Software Packages for Statistical Tools.

UNIT V:

METHODOLOGY OF TEACHING

Teaching - Objectives of Teaching, Phases of Teaching - Teaching Methods: Lecture Method, Discussion Method, Discovery Learning, Inquiry, Problem Solving Method, Project Method, Seminar - Integrating ICT in Teaching: Individual Instruction, Ways for Effective Presentation with Powerpoint - Documentation - Evaluation: Formative, Summative & Continuous and Comprehensive Evaluation - Later Adolescent Psychology: Meaning, Physical, Cognitive, Emotional, Social and Moral Development - Teaching Later Adolescents.

COURSE OUTCOME:

After studying this course, the student will be able to improve the research acumen and develop a passion for teaching.

REFERENCES:

1. Research Methodology, Methods and Techniques - C.R. Kothari
2. Methodology of Research in social Sciences - O.R. Krishnaswami
3. Business Research Methods - Donald R. Cooper, Pamela S. Schindler
4. Statistics for Management-Richard I.Levin&DavidS.Rubin
5. Statistical Methods-S.P.Gupta
6. Statistics for Business and Economics- R.P Hooda-Mac Millan India Ltd.
7. Sampath, K., Panneerselvam, A &SanthanamS(1984), Introduction to Educational Technology, (2nd Revised Edition), New Delhi: Sterling Publishers.
8. Sharma, S. R. (2003), Effective Classroom Teaching Modern Methods, Tools and Techniques, Jaipur: Mangaldeep
9. Vedanayagam, E. G (1989), Teaching Technology for College Teachers, New York: Sterling Publishers.



CORE II COMPETENCY FOR EXCELLENCE

COURSE OBJECTIVES:

This course will enable the students to

- develop an understanding on competency framework, assessment and development of competency.
- inculcate critical thinking process to analyze and solve the problems.
- understand the power of team dynamics.
- learn the value of time and art of managing time.
- create an awareness on cause and consequence of stress and to develop strategies to manage stress

UNIT I:

COMPETENCY DEVELOPMENT

Meaning-Importance-Framework-Measuring Competency-Developing Competency

UNIT II:

PROBLEM SOLVING AND DECISION MAKING

Identifying, Defining and Solving the Problems-Creative Thinking-Group Decision making-Negotiation Skill

UNIT III:

TEAM BUILDING

Significance-Understanding role of teams-Strategies and Tools for Team Building-Leadership Skill-Conflict Resolution.

UNIT IV:

TIME MANAGEMENT

Significance-Assessment of Time Management- Strategies and Tools.

UNIT V

STRESS MANAGEMENT:

Significance-Causes for Stress-Symptoms of Stress-Strategies for Managing and Overcoming Stress

COURSE OUTCOME

On completion of this course, the students will be able to-

1. critically think on a particular problem and evolve workable solutions to solve the problem.
2. understand the dynamics of the team and effectively use them for productive result.
3. understand the importance of time, prioritize and schedule the time.



4. understand the significance and strategies of managing stress for the wellbeing of both individual and organization

REFERENCES:

1. Barun K Mitra, Personality Development and Soft Skill,Oxford Publishers.
2. Alex,K.Soft Skills: Know Yourself & Know the World,S.Chand & Co
3. Kalyana,Soft Skill for Managers,Wiley Publishing Ltd.
4. ShaliniVerma, Development of Life Skills and Professional Practice,Sultan Chand & Co
5. WEBSITES
www.mindtools.com
www.free-management-ebooks.com



ELECTIVE CONTEMPORARY ISSUES IN FINANCE

UNIT I

Finance - Concept, scope, objectives. Profit maximization vs. Wealth maximization; Functions of Finance Manager in Modern Age; Financial decision areas, Time value of money, risk and return analysis

UNIT II

Long-term finance - sources, equity shares, preference shares, debentures and bonds. Working Capital Financing - Sources, Role of commercial bank, Commercial paper, Factoring and other tools. Capital Structure – Concept, Approaches; NI, NOI, Traditional and Modigliani Miller Approach. Cost of Capital - equity share, preference share, debentures.

UNIT-III

Working Capital – Concept, Approaches to Working Capital Management, Factors affecting working capital requirement, Management of cash, inventory and receivables. Dividend Decision: Concept of retained earnings and plough back of profits, relevancy and irrelevancy theory of dividend decision; Walter's model; Gordon's Model and Modigliani Miller model; Factor affecting dividend decision.

UNIT-IV

Investment decision – Appraisal, Capital budgeting, Profitability Index, Capital Rationing, Risk and Uncertainty. Leverage analysis (financing, operating, combined leverage), EBIT, EPS analysis, EVA. Credit rating. Institutional Investors. Mutual Funds. Speculation and Investment. Portfolio Analysis, Venture Capital.

UNIT-V

Activity Based Costing. Insurance as an Investment. Derivatives. Venture Capital. International Financial Institutions - BoP, Foreign Exchange Rate. Corporate sickness - Turn around strategies. EXIM bank, International Monetary Fund (IMF), Asian Development Bank (ADB), Export Credit Guarantee Corporation (ECGC), World Bank, International Development Association, Bank for International Settlement and such other International financial Institutions.

REFERENCES:

1. Financial Management - I M Pandey
2. Financial Management and Policy - James C Varnhorne
3. Financial Management - Theory and practice - Prasanna Chandra
4. Financial Management Principles and Practice - S.N. Maheswari

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5. Corporate Finance Theory and Practice - AswatDamodaran
6. Security Analysis and Portfolio Management – Fischer and Jordan
7. Investments – Sharpe, Bailey and Alexander.
8. Foreign Exchange and Risk Management – C. Jeevanandam
9. Capital Market Management - VA Avadhani
10. Financial Services – MY Khan
11. Project Planning Analysis, Selection and Implementation – Prasanna Chandra.



ELECTIVE

CONTEMPORARY ISSUES IN MANAGING HUMAN RESOURCES

UNIT - I

Human Resource – Philosophy, Changing environments. Organization of HR departments. Line and staff functions. Role of HR Managers. Job analysis – Methods, Purpose, Job Description, Job Specification. Man power planning. Recruitment and Selection. Socialization.

UNIT - II

Performance appraisal - 360 degrees appraisal. Job evaluation and merit rating. Computerized evaluation. Training and Development. Employee compensation and rewards. Mentoring. Discipline administration. Trade unions. Grievance handling. Exit Interview.

UNIT - III

Labour Welfare: Employees safety and Health. Benefits and services: Statutory benefits – non-statutory (voluntary) benefits Using HRM to attain competitive advantage. HR Audit. Human Information System. Industrial relations. Industrial Disputes.

UNIT - IV

Understanding Individual – Personality, Perception, Attitude, Values. Development of Individual – Motivation, Leadership, Group dynamics, Transactional analysis, Creativity, Assertiveness training, Team Building. Organisational Climate and Culture. Career management. Organizational development. Managing Self – Mediation for peace – Yoga for Life.

UNIT –V

Knowledge Management. Employee engagement. Competency Mapping. Retention strategies – Outplacement, Quality of work life, Flexi timing. Stress, Crisis & Conflict Management. Workers participation. Collective bargaining. Counseling – Strategies, Behavior Modification.

REFERENCES:

- a. Personnel Management & Industrial Relations - P.C. Tripathi.
- b. Dynamics of Personnel Management - C.B. Mamoria
- c. Human Resource Management - N.G. Nair, Latha Nair.
2. Essential of Human Resource Management and Industrial Relations - P. Subbarao
3. Managerial effectiveness and Quality of Work life: Indian Insights - Chakraborty



4. Managing Human Resource - Wayne Cascio
5. Organization development - Wendell I. French and H. Bell, Jr.
6. Managing Stress - Jeff Davidson
7. Eternal Values for a changing society - Swami Ranganathananda
8. Management Development and Training Hand Book - Taylor and Lippiff
9. Management Development and Training Hand Book - L.W. Humble
10. Explorations in Management Development - Lynton & Pareek
11. Total Career Management - Frances A. Clark
12. Successful Negotiation - Rao, S.L.



ELECTIVE CONTEMPORARY ISSUES IN MARKETING

UNIT I

Marketing – Evolution, Concepts, Purpose, Process, Types, Indian Environment, International Environment. Marketing Mix – Definition, Decision on Components.

UNIT II

Product – Definition, Differentiation, New product development, Product Life cycle, Product mix, Branding. Pricing – Definition, Concepts, Methods. Packaging. Promotion – Definition, Techniques. Promotion mix – Components, Advertising, Sales promotion, Personal selling, Publicity, Public relations. Physical distribution – Definition, Types of channels, Levels, Strategies, Direct marketing

UNIT III

Segmenting – Nature, Characteristics, Process, Bases. Targeting – Bases, Decisions on segments, analyzing consumer behavior, selecting segments. Positioning – Definition, Strategies.

UNIT IV

Customer Relationship Management. Perceptual mapping. Brand building. Rural Marketing. E- Marketing - Online and Web marketing. Marketing ethics. Expanding the Horizon. Multi Level Marketing. Consumerism. Marketing to non-profit organizations. Green Marketing. Consumer research

UNIT V

Marketing Information system. Marketing Intelligence. Scope for Research in Marketing.

References:

1. Marketing Research - Rajendra Nargundkar
2. Marketing Research - Harper W Boyd, Ralph Westfall, Stanley F Stasch
3. Strategic Brand Management - Kevin Lane Keller
4. Rural Marketing Environment, Problem and Strategies - T.P.Gopaldaswamy
5. Marketing Management, Planning Implementing and Control, An Indian Context – V.S.Ramasamy & Namakumari
6. Advertising & Promotion - George E. Belch & Michael E. Belch
7. Retail Management - Chetan Bajaj, Tuli, Srivastava
8. Retailing - Burman, Evans
9. International Marketing - Philip R. Cateora



10. Hand book of Relationship Marketing - JagdishN.Sheth and AtulParvatiyar
11. Key Customer Relationship Management - Ken Burnett
12. Consumer Behavior - Leon G Schiffman, Leslie Lazar Kanuk
13. Marketing management (Milleniumedidtion) - Philip Kortler
14. Essential of Marketing Research - Aakar Day, Kumar

