

Ph.D. Course Work 2012

Sub : Management

Important points to be noted:

- ❖ Duration of Course Work : One Semester (6 Months)
- ❖ Total Marks : 200 (Four papers 50 Marks Each)
- ❖ Passing marks will be: 40 %.
- ❖ Duration of Examination: 2 Hrs. for each paper

Paper I: Research Methodology : 50 Marks

Paper II: Subject paper -I : 50 Marks

Paper III : Subject paper – II : 50 Marks

Paper IV: Review of literature : 50 Marks

Subject Course Work: 100 Marks (2 Hrs.)

- ❖ Examination will be held at the end of the Semester.
- ❖ Total Lecture Hour (periods) for Paper II (elective units): 60 (sixty).

Scheme of Examination of Pre-Ph.D. (Course Work) Examination

Paper No.	Nomenclature of the Paper	Internal Assessment	Theory (Written Exam)	Max. Marks	Lectures (One hour per lecture)
Paper I	Research Methodology	-	50	50	42
Paper II (Subject)	Subject Paper – I	-	50	50	25
Paper III (Subject)	Subject Paper – II	-	50	50	25
Paper IV	Review of Literature	50	-	50	60

Paper No.	Nomenclature of the Paper	Internal Assessment	Theory (Written Exam)	Max. Marks	Lectures (One hour per lecture)
Paper I	Research Methodology	-	50	50	42

Paper-I – Research Methodology

Unit - 1

1. **Introduction to Research Methodology:** Meaning, Objectives, Significance, Types
2. **Research Problem:** Definition, testing and procedures

Unit-2

1. **Hypothesis:** Definition, testing and procedures
2. **Research Design/Plan:** Meaning, need and features, Basic principle of experimental signs

Unit-3

1. **Data collection/data analysis:** Tools for data collection
2. **Statistical Applications:** Mean, Median, Mode, Mean Deviation & Standard deviation, Correlation and Regression, Probability distributions ,chi square test, z test, t test, two sample t test, paired-t test

Unit- 4

1. **Report Writing:** Types of Reports, Research Report Format, Referencing, Bibliography, Appendices
2. **Computer Applications:** Fundamentals of Computers, Operating systems, use of software (MS-Office, SPSS)

Unit-5

1. **Safety and safety measures:** Introduction, safety of individuals/laboratory/community/environment
2. **Code of Ethics/ethics of research/good laboratory practices:** IPR and record keeping/archives

References:

1. Methodology of Research in Social Sciences by O. R. Krishnaswamy and M. Rangnatham Himalaya publication House, 2005, ISBN: 8184880936
2. Research Methodology: Methods and Techniques by C. R. Kothari, New Age International Publishers, ISBN:81-224-1522-9
3. Statistical Methods for Research Workers by Fisher R. A., Cosmo Publications, New Delhi ISBN:81-307-0128-6
4. Design and Analysis of Experiments by Montgomery D.C. (2001), John Wiley, ISBN: 0471260088
5. SPSS online manual
6. MINITAB online manual

Paper No.	Nomenclature of the Paper	Internal Assessment	Theory (Written Exam)	Max. Marks	Lectures (One hour per lecture)
Paper II (Subject)	Subject Paper – I	-	50	50	25

Paper-II

Unit-1:

Management Theory and Practice:

Introduction: Definition of Management, Nature, Purpose, Functions

Theories: Scientific and Administrative Management Theory – The emergence of Behavioural Sciences – the Hawthorne Studies Recent contributions to Management thought

Unit-2

Social Responsibility of Managers.

Organisational Behaviour:

Individual Behaviour: Perception, Attitude, Values, Learning

Motivation and Leadership – theories and principles

Organisational Development and Change

Group behaviour.

Unit-3:

Market Research: Introduction of MR, framing of the project, qualitative methods, quantitative methods, and research report. Review of marketing mix, research & decision making,

Consumer Behavioral Research: Consumer analysis, consumer issues, attitude, intentions & decisions, analyzing & influencing CB, cultural, reference groups & unhappy consumers.

Unit-4

Retail Management & Research: Introduction, relationship or CRM in retailing, web, non-store based retail format.

Product and Brand Management: Customer based brand equity & measurement of it, brand positioning, designing marketing programs, managing brands.

Unit-5

Promotion and Distribution: Advertising, Sales Promotion, Personal selling; and Public Relations: Direct Marketing & Relationship Marketing; Placement

Distribution Channel Design Functions and management of Channel Members; Marketing information system.

Reference:

1. Kotler Philip, 'Marketing Management', 11th Ed., Pearson Education (Singapore) Pvt. Ltd., New Delhi, 2003.
2. L.M. Prasad: "*Management Process & Organisation Behaviour*" S. Chand & Sons
3. Koontz, Weihrich & Aryasri, *Principles of Management*, TMH, New Delhi, 2004
4. J.S.Chandan, Management Concepts and Strategies, Vikas Publishing House, 2002.
5. Robbins, P.Stephen, Organisational Behaviour, 10/e, Pearson Education, New Delhi, 2004

6. Pareek Udai: Behavioural Process at Work, Oxford & IBH, New Delhi, 2003
7. Boyd & Westfall R. "Marketing Research: Text and cases" Richard D, Irwin Home wood, Illinois, 1986.
8. Green P. E. and Tull D. S.: "Research for Marketing Decisions" Prentice Hall of India, New Delhi, 1991.
9. Luck D J Wales H G Taylor D A & Rubin R S "Marketing Research" Prentice Hall of India, New Delhi, 1991.

Paper No.	Nomenclature of the Paper	Internal Assessment	Theory (Written Exam)	Max. Marks	Lectures (One hour per lecture)
Paper III (Subject)	Subject Paper – II	-	50	50	25

Paper-III

Unit-1:

Financial Management- Concept, Meaning, Scope and objectives; Working Capital management, Investment Decision.

Ratio Analysis: Meaning & interpretation of various ratios, use & significance, limitations, classification of ratios.

Unit-2

Financial Statement Analysis: Types of financial analysis, external analysis, internal analysis, horizontal analysis, vertical analysis, common size statement, balance sheet, income statement

Leverage: Meaning, trading on equity, financial leverage, operating leverage, combined leverage, significance, limitations

Unit-3

Technical and Fundamental Analysis: Meaning, types of charts & patterns, assumptions and EIC framework.

Performance Management: Concept, importance, methods, problems and legal issues in performance management.

Unit-4

Training and Development: Meaning, needs of training, procedure of training, advantages of training, objective of development and development methods.

Unit-5

Grievance Management: Meaning, need, causes and procedure.

Recruitment and Selection: Meaning, objectives, sources, methods & techniques and factor affecting recruitment.

Reference:

1. Pandey I M- *Financial Management* (Vikas, 2004)
2. Khan and Jain- *Financial Management* (Tata McGraw-Hill, 3rd edition)
3. Chandra P- *Investment Analysis and Portfolio Management* Tata McGraw-Hill, 2004
4. V.A.Avadhani, *Investment Management*, Himalaya Publishing House, Third revised edition, 2000
5. Fischer, Donald E. and Jordan, Ronald J. *Security Analysis and Portfolio Management*.6/e, PHI, N.D.
6. Sharpe, Alexander & Bailey – *Investments*, Prentice Hall of India, 2000.
7. Punithavathy Pandian, *Security Analysis & Portfolio Management* – Vikas Publishing House Pvt. Ltd., 2001.
8. Aswathappa, K. *Human Resource and Personnel Management* Tata McGraw Hill, New Delhi, 2003
9. Subba Rao, , 'Essential of Human Resource Management and Industrial Relation', Himalaya Publishing House,
10. L.M. Prasad: "*Human Resource Management*" S. Chand & Sons

Paper No.	Nomenclature of the Paper	Internal Assessment	Theory (Written Exam)	Max. Marks	Lectures (One hour per lecture)
Paper IV	Review of Literature	50	-	50	60

PAPER – IV

Review of literature.