

**MOTHER TERESA WOMEN'S UNIVERSITY  
KODAIKANAL**

**DEPARTMENT OF MANAGEMENT**

**M.PHIL MANAGEMENT**



**SYLLABUS TO BE IMPLEMENTED FROM THE  
ACADEMIC YEAR  
2021-2022**

**(CHOICE BASED CREDIT SYSTEM)**

**SYLLABUS, REGULATION AND SCHEME OF EVALUATION**

PROGRAMME NAME: M. Phil (Management)  
 ELIGIBILITY: MBA, M.Com or related Disciplines  
 MEDIUM: English

### Structure of M.Phil 2021-22 onwards

S. No	Subject Code	Course Title	Hours	Credits	CIA	ESE	Total
<b>Semester I</b>							
1.	M21MST11	Core I (Theory)- <b>Research Methodology</b>	10	4	40	60	100
2.	M21MST12	Core II (Theory)- <b>Contemporary Issues in Management</b>	10	4	40	60	100
3.	M21PST13	Core III (Theory)- Common Paper- <b>Professional Skills</b>	10	4	40	60	100
		<b>Total</b>	<b>30</b>	<b>12</b>			<b>300</b>
<b>Semester II</b>							
4.	M21MST21	Core IV (Theory)- <b>Special Paper</b>	10	4	40	60	100
5.	M21MSD21	<b>Dissertation + Viva-voce</b>	20	14	120	80	200
		<b>Total</b>	<b>30</b>	<b>18</b>			<b>300</b>
<b>Total</b>			<b>60</b>	<b>30</b>			<b>600</b>

The M.Phil course consists of four theory papers. Paper 3 is common for all the programmes. Special paper (4 ) is pertaining to the area of specialization chosen by the candidate under a guide. It is purely internal (framing syllabus, question setting and evaluation).

Each candidate will submit a dissertation on a topic in the relevant discipline after carrying out the project work under the supervision of a guide. The project may be theoretical or experimental. The duration of the project will be for six months or more as per the discretion of the Department.

The dissertation will be evaluated by an external examiner and viva voce will be conducted by a committee consisting of the guide and the department faculty.

The examination will be for 100 marks in each of the theory papers. The question paper will cover the entire syllabus. The duration of the examination is 3 hours.

## RESEARCH METHODOLOGY

No. of Credits –4

### UNIT 1: Introduction

**Research:** Types of Research – Significance of Research in Business Sciences – Research Problem: Identification – Selection and Formulation – Review of Literature – Collection of background literature – Hypothesis – Meaning – Sources – Types of hypothesis – Framing of research hypotheses.

### UNIT 2 : Research Design

**Research Design:** Components of a Research Design– Drafting research designs– Sampling – Principles of Sampling – Probability and Non-probability Sampling Methods –Sources of Information – Choice between Primary and Secondary Data– Generation of sources and data.

### UNIT 3 : Data Collection

**Methods of Data Collection:** Collection of Primary Data: Observation, Interview and Questionnaires – Essentials of a Good Schedule and Questionnaire – Selection of appropriate Method for Data Collection– Pretesting– Pilot Study.

**Scaling Techniques:** Meaning – Importance – Methods of their construction. Measurement in Research: Test of sound measurement– Techniques of developing measurement tools– Developing research tools– Conducting reliability and validity tests.

### UNIT 4 : Data Processing

**Processing of Data:** Editing, Coding, Classification and Tabulation – Analysis of Data – **Quantitative Analysis:** Measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – Measures of Relationship: Correlation and Regression Analysis – Association of Attributes.**Advanced statistical tools:** Factor analysis, Cluster analysis, Conjoint analysis, SEM.**Qualitative Analysis:** Case study – Content analysis– **Hypothesis Testing:** Testing for Means: One and Two populations– One way and Two way ANOVA–Testing of Proportions: One and Two populations – Chi-squareTest.

### UNIT 5 : Report writing

**Report Writing and Research Ethics:** Importance of Interpretation–Precautions in Interpretation – Report Writing – Different Steps in Report Writing – Lay out of the Research Report– Types of Reports–Mechanics of Writing a Research Report – **Research Ethics:** Meaning – Purpose – Ethical Guidelines and Legislation – Norms and values – Responsibility of researcher – Confidentiality of data – Good citation practice – Plagiarism – Scientific integrity – Data sharing – Impartiality.

### REFERENCES

1. CR. Kothari, *Research Methodology: Methods and Techniques*, New Age Publishers, 2017.
2. Sekaran & Roger Bougie, *Research Methods for Business: A Skill Building Approach*, John Wiley & Sons, 2016.
3. Srivastava T.N & Shailaja Rego, *Business Research Methodology*, McGraw Hill, New Delhi, 2011.
4. Deepak Chawla & Neena Sondhi, *Research Methodology: Concepts & Cases*, Edn2, Vikas, New Delhi, 2016.
5. SP. Gupta, *Statistical Methods*, Sultan Chand & Sons, 2012.
6. The Norwegian National Research Ethics Committees, *Guidelines for Research Ethics in the Social Sciences*, Humanities, Law & Theology, 4<sup>th</sup> ed. June 2016.

(ONE OF THREE ELECTIVES TO BE CHOSEN BY THE STUDENTS)

## CONTEMPORARY ISSUES IN FINANCE

No of Credits– 4

### UNIT 1: Financial Planning

Financial Management – Financial Planning and Forecasting – Planning process – Forecasting Techniques– Use of Financial Models.

### UNIT 2: Sources of Long Term Funds

Sources of Long Term Finance – Equity issue, Initial Public Offer – Book Building – Follow on Public Offer– Bond issue – parties involved– Bond issue in India

Raising Foreign Capital – GDR – FCCB – FCEB – ECB – Commercial banks having international operations.

### UNIT 3: Corporate Restructuring

Mergers and Acquisitions – types – motives – stages – tax planning through Mergers – takeover and Defensive Measures– Financial evaluation of Mergers and Acquisitions Business restructuring – Corporate and Financial restructuring – management of sick companies– techniques– measures to overcome sickness

### UNIT 4: Secondary Markets

Functions of secondary markets – the stock exchange – its functions – fundamental analysis – technical analysis– derivatives– types

### UNIT5: Corporate Governance

Corporate Governance – Meaning – issues of Corporate Governance – Components of Corporate governance– Financial implications of implementing corporate governance norms –recent norms given by various agencies –Companies Act 2013.

### REFERENCE

1. Parameswaran Sunil, *An introduction to Stocks, Bonds, Foreign Exchange and Derivatives*, Wiley Publications, 2011
2. Prasanna Chandra, *Strategic Financial Management: Managing for Value Creation*, McGraw Hill, 2017
3. Khan, M Y, *Financial Services*, 10<sup>th</sup>ed, McGraw Hill, 2019
4. Sarkar and Sarkar, *Corporate Governance*, 1<sup>st</sup>ed, Sage Publications, 2012
5. Pandey, I.M, *Financial Management*, 11<sup>th</sup>ed, Vikas Publishing House, 2016

## **CONTEMPORARY ISSUES IN HRM**

**No. of Credits 4**

### **UNIT 1 : The Contemporary Workplace**

The Contemporary Workplace; HRM in the contemporary workplace; Organizational Justice: Distributive Justice, Procedural Justice, Interactional Justice, Informational Justice; Managing the war for talent; Human Capital Theory; Resource Based View of the Firm; Off shoring: Advantages, Barriers and Implications; On-shoring or Near-shoring; HRM and service work; HRM challenges associated with service work; HR responses to those challenges

### **UNIT 2 : Career Management**

Managing the Individual at Work; Psychological contracts; Psychological contract breach vs. Psychological contract violation; Psychological contract fulfillment; Implications of the psychological contract on HRM activities; Career management in the 21<sup>st</sup> century; Traditional approaches to career development: A review; Protean and boundary less perspectives of career development; HRM responses to career management challenges

### **UNIT 3 : Employee Welfare**

Managing emotional labor in the workplace; Employee reactions to emotional labor requirements; HR strategies to manage emotional labor; Employee health and well-being in the workplace; Individual and organizational predictors of employee health & wellbeing; Consequences for both individuals and organizations of employee health & well-being; Employee health & well-being interventions and the intervention process

### **UNIT 4 : Conflict Management**

Conflict at Work; E R and the new work place; Decline in trade union membership and changing nature of the employment relationship; Strategies to renew, revitalize and rebuild trade unions; The contested terrain of monitoring and surveillance in the work place; work place drug testing; M&S in cyberspace; Risk and crisis management; risk management process; Approaches to understanding risk; Role of the HR function in crisis management

### **UNIT 5 : Emerging issues in HRM**

Emerging Issues; Green HRM: The greening of the workplace in the 21<sup>st</sup> century; The aging work force: Older Workers; The changing nature of skill development in India; Implications of these changes in the Indian work place for employers and employees; The dark side of

work: Work place Violence; Intrusive Violence; Customer-related Violence; Relationship Violence; Organizational Violence; Work place Violence Intervention

**REFERENCE:**

1. Holland, P. J., Sheehan, C. R., Donohue, R. D., Pyman, A. M. D., & Allen, B.(2015). Contemporary Issues and Challenges in HRM. (3 ed.) Prahran Vic Australia:Tilde UniversityPress.
2. Taylor, S.,(2017).Contemporary Issues in Human Resource Management. Kogan Page Publishers.
3. Wilkinson,A., Redman, T.,Dundon,T.,(2016).Contemporary Human Resource Management: Text and Cases. Pearson EducationLimited

## CONTEMPORARY ISSUES IN MARKETING

No of Credits –4

### UNIT 1 : Marketing Strategies and Information

Developing Marketing Strategies and Plans–Gathering Information and Scanning the Environment– Conducting Marketing Research and Forecasting Demand–Analyzing Consumer Markets– Analyzing Business Markets– Managing competitors.

Marketing Information System: Meaning –Purpose – Simple model of MIS– Concept of MIS – Factors influencing MIS – Marketing intelligence systems – Internet and Marketing Research.

### UNIT 2 : Brand Management

Identifying Market Segments and Targets – Crafting the Brand Positioning – Setting Productstrategy – Designing and managing Services – Understanding brands and measuring brandequity – Developing and implementing brand identity – Developing Pricing Strategies andPrograms –ManagingMass Communications

### UNIT 3 : Supply Chain Management

Designing and Managing Integrated Marketing Channels– Types of channels in Indian context for FMCG, consumer durables and Industrial goods – Supply Chain Management: intricacies – Logistics management: consonants issues – Managing Retailing, Wholesaling, and Logistics – Emerging issues.

### UNIT 4 : Marketing Relations

Promotional management: Components, Comparison between different components– importance and relevance – Advertising: need, budgeting, agencies, media management and measurement– Sales promotion: methods, planning and execution– Public relations–Tele marketing – Integrated marketing communication. Direct marketing – Personal setting; issues and methods.

### UNIT 5 : Emerging issues

Contemporary Marketing Strategies of Manufacturing and Services sector: Transaction marketing– Database marketing– e-Marketing– Interaction marketing– Network marketing – Relationship Marketing: Customer Value Creation – Customer loyalty programs – Global marketing – Rural marketing – Micro marketing – Mega marketing – Visual Marketing – Viral marketing– Neuro marketing– Green marketing– Mobile marketing –Telemarketing – Influencer marketing– Marketing using social network.

### REFERENCES

1. Philip Kotler, Marketing Management, 15<sup>th</sup>edn, Pearson Education India, Delhi, 2015.
2. Ramasamy VS & Namakumari, Marketing Management: Indian Context with Global Perspective, 5<sup>th</sup>edn, MacGraw Hill India, New Delhi, 2013.
3. Gupta Prachi et-al, *Marketing Management: Indian Cases*, Pearson Education, 2017..
4. Kumar Leon, et-al, *Consumer Behaviour*, 12<sup>th</sup>edn, Pearson, 2018.
5. Callie Daum, *Marketing Management: Essentials You Always Wanted to Know*, 2<sup>nd</sup>edn, Vibrant, 2020.
6. Tapan K Panda, *Product and Brand Management*, Oxford University Press, 2016.

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