

Management

Syllabus for M.Phil. (Management)

1st Semester

Session 2014 - 2015

Semester 1	Title of the Course	Marks			Credits
		IA	UE	Total	
Paper I	Research Methodology	20	80	100	4
Paper II	Statistical Analysis For Business Research	20	80	100	4
Paper III	Fundamentals of Management	20	80	100	4

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Paper – I

Research Methodology

UNIT-1 Basic concept of Research: Meaning and definition of research, characteristics, objectives and significance of research, types of research attributes of good research, limitation of research

Unit-2 Research problems and process: selecting the problems, necessity of defining the problem, technique involved in defining a problem, steps in formulation of research problem, statement of problem, sources of problems, defining a problem, evaluating a problem. The research proposal or synopsis ,the process of research,

Unit-3 Research design & hypothesis: meaning of research design features of good research design, important concept relating to research design (dependent and independent variables, extraneous variables, control, confounded relationship, research hypothesis, experimental and non-experimental hypothesis-testing in research, experimental and control groups, treatments, experiments, experimental units). Types of research designs, hypothesis, importance of hypothesis, types of hypothesis, testing of hypothesis.

Unit -4 Ethics in research: Research aim from ethical view point, ethics in research in relation to other people, interview and questionnaire, sensitive materials, citation and acknowledgement, participant in research and their informed consent and written consent, honesty, deception and covert

methods in research, dissemination, ethics policies, permission and committees.

Unit -5 Research report and research paper: research report, need of research report, types of reports, steps of writing research reports, writing research abstracts, need of an abstract, characteristics of a good abstracts, writing research paper.

REFERENCE BOOKS:

1. C.R. Kothari Research Methodology: Methods and Techniques Wiley Eastern Ltd., New Delhi.
2. Amarchand D, Research Methods in Commerce - Emerald Publishers, Chennai
3. Anderson. J. Berry H.D. & Poole M, Thesis and Assignment writing - Wiley Eastern Ltd., New Delhi.
4. Almark, J.C. Research and Thesis Writing (Boston: Houghton)
5. Anderson, R.L. and Bancroft. A Statistical Theory in Research (New York McGraw-Hill)
6. Bennet, Spencer and David Bower's - An Introduction to Mutivariate Techniques for Social and Behavioural Sciences. (London: Macmillan Press)
7. Bernard, Russel H - Social Research Methods. (London: Sage)
8. Blalock, Hubert M - Introduction of Social Research, (Neglewood Cliffs: Prentice Hall)

9. Bogdan, R. and S.J. Taylor - Introduction to Qualitative Research Methods. (New York: John Wiley)
10. Cooper, D.R. and P.S. Schindler - Business Research Methods, (New Delhi: Tata McGraw-Hill)
11. Dasgupta, A.K. - Methodology of Economic Research. (Bombay: Asia Publishing House)

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Paper – II

Statistical analysis for Business Research

UNIT-1 Basic Concept of statistics: Definition of statistics as statistical data, chief characteristics of statistics as statistical data, difference between statistical method and statistical data, scope of statistics, nature of statistics, limitation of statistics, objectives and function of statistics, importance of statistics, role of statistics in decision making, application of inferential statistics in managerial decision making.

UNIT-II Statistical data and collection of data: types of data, Questionnaire and schedule, drafting of a schedule or questionnaire, features of good questionnaire, types of questionnaire. Types of data: raw data and processed data,

internal data and external data, primary data and secondary data, qualitative data and quantitative data

UNIT-III Editing classification and Tabulation of data: editing and scrutiny of secondary data, classification of data, objectives, methods and basis of classification, characteristics methods and basis of classification of data, frequency distribution, tabulation, objectives and advantages of tabulation, difference between classification and tabulation, Limitations of tabulation, essentials of good table, rules for tabulation, types of table

UNIT-IV Diagrammatic presentation of data: utility of diagrammatic presentation, limitations of diagrammatic presentations, rules for constructing diagrams, types of diagrams, graphic presentation of data, functions of graphs, merits and demerits of graphic presentation, construction of graphs, general rules for graphing the data, graphs of time and historical series, index histogram.

UNIT-V Sampling Survey and sampling theory: Universe or population, types of population, sample, census investigation, merit and demerits of census investigation, sample investigation, merits and demerits of sample investigation, essentials of sampling, objectives of sampling, techniques of scientific sampling, random sampling, types of random sampling, merits and demerits of random sampling, restricted random sampling, quasi random sampling, stratified random sampling, merits and demerits of stratified random sampling, determination of size of sample, role of sampling, essential elements of hypothesis testing, standard error, utility of the standard error concept.

REFERENCE BOOKS:

1. R. P. Hooda, Statistics for Business & Economics, Macmillon, Delhi
2. A.M. Goon, M.K. Gupta, B. Das Gupta, Fundamentals of stts. Vol. I and II, The World Press Pvt. Ltd., Calcutta 12
3. Ethance D.N. Fundamentals of statistics
4. Gupta S.P & Gupta M. P. Business Statistics
5. Anderson, R.L. and Bancroft. A Statistical Theory in Research (New York McGraw-Hill)

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Paper – III

Fundamentals of Management

Unit 1: Management Concept And Theories: Management Concept, Nature and Objective of Management, Fundamentals of Management Principles, Importance of Management in the Modern Business World. Evolution of Management Thought, Classification of Management Theories (from scientific

management to modern management theories), Emerging Management Issues And Challenges Related research issues.

Unit 2: Planning And Decision Making: Definition of planning, steps of planning, types of plan, advantages and disadvantages, strategic orientation and planning, process/steps in strategic orientation, Decision making, decision making criteria, rational decision making process. Group decision making methods (brain storming, nominal group technique, Delphi technique) advantages and disadvantages of group decision making. Related research issues

Unit 3: Organising: Concept of Organising, Principles of Organising, Nature And Purpose of Organizing. Delegation of Authority, Importance of Delegation, Principle of Delegation. Centralization and Decentralization, Work Design. Organisation Structure Meaning, Factors that Influences Organisational Structure, Classification of Organisation, Types Of Organizational Structure. Emerging New Designs of Organization. Related research issues

UNIT4: Motivation, Leadership, Communication And Controlling: Motivation Concept, Importance of Motivation, Leadership Basic Concept, Importance of Leadership, Communication. Significance of Communication, Communication Process, Barriers And Gateways In Communication, Concept of Controlling, Steps In Control Process, Importance of Controlling In Management. Related research issues.

Unit 5: Emerging Trends In Management: Total Quality Management, Six Sigma, Core Competency, Business Process Outsourcing, Business Process Reengineering, SWOT Analysis, Social Responsibilities of Business, Business Ethics. Related research issues

BOOK FOR REFERENCE:

1. Koontz & Wheirich, Essentials of management. Tata McGraw Hill.
2. Stoner & Wankai, Management, PHI.
3. Peterdrucker, Management: Tasks and Responsibilities
4. Patrick and Furr: HR aspects in Total Quality work culture by leadership Research Group. Florida.
5. Michacal Hammer, Re-engineering the corporation
6. Juran. J Total Quality Management
7. Robbins. S, Organizational Behaviour.
8. Introduction to SAP, ERP and people Soft Manuals and relevant websites.