



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMIL NADU



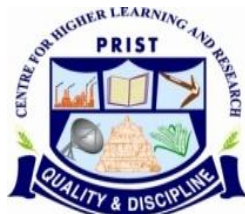
SCHOOL OF COMMERCE & MANAGEMENT

MANAGEMENT

M.Phil

(2020 REGULATION)

SYLLABUS



PONNAIYAH RAMAJAYAM INSTITUTE OF SCIENCE AND TECHNOLOGY (PRIST)
(Institution Deemed to be University U/S 3 of UGC Act 1956)
THANJAVUR – 613 403

M.Phil Course Structure-2020

BRANCH	SEMESTER	COURSE CODE	COURSE TITLE	CREDITS
Management	I	203RMG11	Research Methodology	4
		203MGC12	Strategic Management	5
		203MGE13	Advanced Management	5
		CPE_RPE	Research and publication ethics	2
	II	203MGD21	Dissertation - (Topic selected should be relevant to the topic of the In-depth paper)	10

Program Educational Objectives:

PEO1: To prepare students for an excellent corporate career,

PEO2: combining theory with practice, classroom teaching with management development.

Program Outcomes:

On completion of the program the student shall be able to:

PO1: Demonstrate leadership skills

PO2: To understand and be conscious of the impact of managerial decisions on the triple bottom- line Profits, People and Planet.

PO3: Be adept at analyzing and applying theoretical constructs to various diverse business scenarios.

Program Specific Outcomes : Nurturing industry ready professionals with business and management acumen, who shall hold high degree of human values and social consciousness in their professional and personal lives.

M. PHIL. COURSE - I

COURSE TITLE: RESEARCH METHODOLOGY

COURSE CODE: 203RMG11

(For the candidates admitted from the academic year 2020-21 onwards)

(For the subjects Mathematics, Physics, Chemistry, Computer Science, Life Sciences, Commerce, Management and Education)

Syllabus

Unit – I:

An introduction – Defining the research problem – What is a research problem?, Selecting the problem, Defining the problem, Technique involved in defining the problem, Research design – Meaning of research design, Need for research design, Features of good design, Important concepts of relating to research design, different research designs, Basic principles of experimental design and conclusion.

Unit – II:

Assignment and Thesis. Writing at the tertiary level – assignments and term papers, thesis and dissertations, conventions of writing-the question of style. Planning the assignment – A time schedule, consulting source materials, preparing a work bibliography, taking notes, the outlines and the first draft. Planning the thesis – selecting a topic, reviewing the literature, designing the study and the chapter outline. Scholarly writing – a case study

Unit – III:

Writing the thesis or assignment: General format – preliminaries, the text, the reference material, the abstract and final product Page and Chapter format – chapter divisions and sub-divisions, spacing, pagination, margins, paragraph indentation ,Tables and Figures – use of tables and figures, placement of tables and figures, Numbering of tables, numbering of pages, numbering of figures, table and figure captions, format of tables, format of figures, preparation of figures, foot notes to tables and figures, very large table and figures, pagination and margin, spacing and alignment, abbreviations and special symbols and numbers. Referencing – Reference systems, Essential information's, spacing capitalization and underline, alphabetical and chronological order, edited works and some special cases.

Unit – IV:

Computer packages and Internet: Word Basics – Creating and working with documents – working with text and tables – Excel: Working with worksheets – creating chart – working with

Formula and Functions. Power Point: Working with power point – User Interfaces – Using templates and wizard (slide Presentation) - - Creating chart and Tables. Internet and World Wide Web (WWW) – Electronic Mail (E-mail) – Intranet and Extranet.

Unit – V:

Descriptive statistics – tabulation, graphical representation – bar diagram – and pie diagrams – various measures of variance, measures of central tendency and normal distribution. Differential statistics “t” test, Chi – square test, Analysis of variance (ANOVA) co –variance (ANCOVA) correlation and multiple regression analysis - Introduction to SPSS.

References:

- Thesis and Assignment writing by Janarthan Anderson and others – Wiley – Eastern Ltd, 1970. Part I Sections 1,2,3,4.
- Thesis and Assignment writing by Janarthan Anderson and others – Wiley – Eastern Ltd, 1970. Part II Sections 5,6,9,10.
- Research Methodology by C.R. Kothari Chapter 1,2,3.
- Microsoft Office 2003 – Edward C. Willet. First Edition 2004, Wiley Publications, USA , (Chapters 2,3,4,5,6,12,14,15,26,28,29).

M.PHIL (MANAGEMENT)
Paper II - STRATEGIC MANAGEMENT
SUB CODE : 203MGC12

UNIT 1:

Concept and nature of strategy-Importance- dimensions- levels-process of strategic planning and management models of strategy making-mission-objectives and goals-SBU-Dysfunctions of strategic management.

UNIT2:

Social aspects of strategic management-social accounting and social audit-Environment analysis-factors-structural analysis of competitive environment-SWOT analysis-Strategic advantages analysis-Resource audit.

UNIT3:

Formulation of strategy frame work- nature- approaches-stability strategy diversification strategy-mergers and acquisition amalgamation- joint venture- retrenchment strategy - variants-turnaround , disinvestment and liquidation strategies

UNIT4:

Functions policies-production and purchasing-marketing policy-financial policy personnel and industrial relations policy and research and development plans.

UNIT 5:

Implementation of strategy-elements-corporate governance-types of organization structure-organisational growth-leadership-resource allocation-review and evaluation of strategy quantitative and qualitative factors- Rumelt's criteria- mangement control.

References:

1. Francischerunilam "business policies and strategymangement"-Himalaya publishers
2. Kazmi azhar "business policy and strategic management"
3. H.Igor, ansoff, implanting strategic management- prentice hall
4. Porter micheel "corporate strategic-competitive advantages"
5. P.K Ghosh-strategic planning and management-sultanchand & sons

M.PHIL (MANAGEMENT)
Paper III - ADVANCED MANAGEMENT
SUB CODE :203MGE13

UNIT-I:

Management concept : concept of management - Functions of Management; role of a manager; managerial skills - Fundamental Concepts of OB - Individual behavior – personality; perception; learning; attitudes - Stress management, Change management, Total Quality Management-

UNIT-II:

Marketing: Meaning & Concept -Consumer Behaviour – Marketing Research and Marketing Information System- marketing mix – **product** planning – new product planning – product life cycle- branding- meaning of **price** -pricing methods- **promotion** – advertisement – media strategy – personal selling- sales promotion – **Distribution** mix – managing channel – consumerism.

UNIT-III:

Finance: Concept of Finance & functions- time value of money – risk and return- **Financing Decision** - Capital Structure - leverage - Operating, Financial and combined leverage – Cost of capital - **Investment Decision** - Estimation of cash flows - Capital Budgeting – Investment appraisal practices in Indian companies - **Working Capital Decision** - Meaning - Nature of working capital - **Dividend Decision** - Management of Profits - Determinants of dividend - Dividend Policy- capital market.

UNIT-IV:

Human resource: Meaning of HRM - HR functions and Global Environment- HR Strategies - Manpower Estimation-Job analysis-Job Description-Job Specification - HRP Process – HRIS - Training and Development - Training Process and Methodology - Methods of Training - Performance Management System - Concepts and Components- Principles methods fixation of wages and incentive system- Factors influencing industrial relations - Collective Bargaining - Workers' participation in management.

UNIT – V

Production and Operations: meaning of production and operation management – Product selection and process selection - Maintenance Management - Factors Affecting Productivity - Material Management - Quality Circle - Application of Computer in Production and Operations.

References:

- 1.Principles of Management-Harold Koont
- 2.Marketing Management-Philip Kotler
- 3.Financial Management-S.N.Maheswari
- 4.Human Resource Management-Aswatappa
- 5.Production and operations Management-S.N.Chary

M.PHIL (MANAGEMENT)
RESEARCH AND PUBLICATION ETHICS
SUB CODE : CPE_RPE

UNIT I: PHILOSOPHY AND ETHICS

1. Introduction to philosophy, definition, nature and scope, concept, branches.
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions.

UNIT II: SCIENTIFIC CONDUCT

1. Ethics with respect to science and research.
2. Intellectual honesty and research integrity.
3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing.
5. Selective reporting and misrepresentation of data.

UNIT III : PUBLICATION ETHICS

1. Publication ethics: definition, introduction and importance.
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest.
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types.
5. Violation of publication ethics, authorship and contributorship.
6. Identification of publication misconduct, complaints and appeals.
7. Predatory publishers and journals.

PRACTICE

UNIT IV: OPEN ACCESS PUBLISHING

1. Open access publications and initiatives.
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies.
3. Software tool to identify predatory publications developed by SPPU.
4. Journal finder / journal suggestion tools viz, JANE, Elsevier Journal Folder, Springer Journal Suggester, etc.

UNIT V : PUBLICATION MISCONDUCT

A. Group Discussions

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest.
3. Complaints and appeals: examples and fraud from India and abroad.

B. Software tools

Use of plagiarism software like Turnitin, Urkund and other open source software tools.

UNIT VI: DATABASES AND RESEARCH METRICS

A. Databases

1. Indexing databases.
2. Citation database: Web of Science, Scopus etc.

B. Research Metrics

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score.
2. Metrics: h-index, g index, i10 index, altmetrics.