**ALAGAPPA UNIVERSITY, KARAIKUDI**

**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f.2017-18)**

**M.Phil., MANAGEMENT PROGRAMME STRUCTURE**

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| **Sem.** | **Course Code** | **Name of the Course** | **Cr.** | **Max. Marks** |  |
| **Int.** | **Ext.** | **Total** |
| I | 7PMG1C1 | **Core – I** Business Research Methods | 6 | 25 | 75 | 100 |
| 7PMG1C2 | **Core – II** Techniques of Research | 6 | 25 | 75 | 100 |
| 7PMG1C3 | **Core – III** Professional Competencies | 6 | 75 | 25(Viva-Voce) | 100 |
|  |  | **Total** | **18** | **--** | **--** | **300** |
| II | 7PMG2C1 | **Core – IV** Emerging Trends in Management | 6 | 25 | 75 | 100 |
| 7PMG2DV | **Core – V -** Dissertation &Viva-voce | 12 | 150 Dissertation50 Viva-voce | 200 |
| **Total** | **18** | **--** | **--** | **300** |
| **Grand Total** | **36** | **--** | **--** | **600** |

**M.Phil., MANAGEMENT**

**I YEAR – I SEMESTER**

**COURSE CODE: 7PMG1C1**

**CORE COURSE – I - BUSINESS RESEARCH METHODS**

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| Course Description: The course is to introduce the concept and contours of Business Research Methods. The methodology of formulation of research problems, of measurement of attitudinal/ behavioural issues, development of scales and of employing sampling is dealt. The art and science of designing and applying the different tools of data collection, data quality enhancement, tabulation and presentation, etc are presented. The culmination of any research is the Report Writing. This requires skills of analysis, interpretation, structuring, language and articulation. The mechanics of writing a dissertation are covered.  |

Course Objectives

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|  1. To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future. |
| 2. To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further  |
| 3. To develop measurement tools for attitudinal/ behavioural or social/ economic /business / economic phenomena relevant to the research problem |
| 4. To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem  |
| 5. To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis |
| 6. To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading |

Course Outcome: The learners should be able to:

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| 1. Identify and formulate a research topic in a defined research area 2. Review and evaluate the literature in the defined research area.3. Make effective and efficient use of secondary information and data sources.4. Apply investigative and problem-solving techniques to a defined research area/problem.5. Present appropriate and relevant research findings in a clearly structured manner. |

**BUSINESS RESEARCH METHODS**

**SYLLABUS and SCHEDULE of COVERAGE**

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| **Areas**  | **Time Schedule** |
| **Unit I:** Meaning of Research - Types of Research - Research and Scientific Method - Business Research – Why Study Business Research? – Information and Competitive Advantage – Ethics in Business Research - The Language of Research: Concepts, Constructs, Definitions, Variables, Hypotheses, Theory and Models. The Research Process. Reviewing the Literature - Topic Selection. | 1st – 2nd Week |
| **Unit II:** Research Design – Need for Research Design - Features of a Good Design - Classification of Designs: Five types of Exploratory Studies - Qualitative Techniques, Secondary Data Analysis, Experience Survey, Focus Groups and Two-Stage Design - Descriptive Studies and Causal Studies. Observation Studies: Nonbehavioural and behavioural observation – Experiments - Advantages and disadvantages of Experiments -Experimental Research Designs – Surveys Methods. | 3rd – 4th Week |
| **Unit III:** Measurement – Nature of Measurement - Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales - The Characteristics of Good Measurement. Selecting a Measurement Scale - Rating Scales: Simple Attitude Scales, Likert Scales, Semantic Differential Scales, Numerical/Multiple Rating List Scales, Stapel Scales. Constant-Sum Scales and Graphic Rating Scales - Ranking Scales - Cumulative Scales. | 5th – 6th  Week |
| **Unit IV:** Questionnaires and Instruments - Drafting and Refining the Instrument - Guidelines for Constructing Questionnaire/Schedule. Secondary data: Nature, Sources, Desirability and Precautions. Sampling - The Nature of Sampling - Steps in Sampling Design – Probability Sampling: Simple Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling and Double Sampling. Nonprobability Sampling: Convenience sampling, Purposive Sampling, Snowball Sampling.  | 7th – 9th week |
| **Unit V:** Data Preparation – Editing: field editing and central editing – Coding – Data Entry – Classification and Tabulation – Analysis and Interpretation of Data - The Written Research Report - Steps in Writing Report - Layout of the Research Report - Types of Reports - Characteristics of a Well-Written Report - Contents of the Research Report | 10th –12th week |

**References:**

1. Donnald R.Cooper and Pamala Schindler, Business Research Methods McGraw Hill Publication, 2014, 12th Edition
2. C R Kothari and Gaurav Garg, Research Methodology, Methods & Techniques, New Age International Publishers, 2014, 3rd Edition
3. Uma Sekaran and Roger Bougie, Research Methods For Business: A Skill-Building Approach, John Wiley & Sons, Inc., 2016, 7th Edition
4. John Gill and Phil Johnson, Research Methods for Managers, SAGE Publications, 2010, 4th Edition
5. Jan Jonker and Bartjan Pennink, The Essence of Research Methodology - A Concise Guide for Master and PhD Students in Management Science, Springer-Verlag Berlin Heidelberg, 2010
6. Geoff Lancaster, Research Methods in Management: A concise introduction to research in management and business consultancy, Elsevier Butterworth-Heinemann, 2005,
7. Mark Saunders, Philip Lewis and Adrian Thornhill, Research Methods for Business Students, Pearson Education, 2012, 6th Edition
8. S. Sreejesh, Sanjay Mohapatra and M. R. Anusree, Business Research Methods: An Applied Orientation, Springer International Publishing Switzerland, 2014

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**I YEAR – I SEMESTER**

**COURSE CODE: 7PMG1C2**

**CORE COURSE – II - TECHNIQUES OF RESEARCH**

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| Course Description: The course is to train the learners in the application of statistical tools for Description, Association, Testing and Interpretation of business / economic/ commercial /managerial phenomena.. The art and science of deciding the type of statistics or statistical test to be applied in a given context be explained. The overall thrust is on making the candidates a fit researcher with comfortable knowledge in modern statistics.. |

Course Objectives

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|  1. To understand the focus of qualitative and quantitative researches and appreciate the use of certain basic descriptive and associative statistics.  |
| 2. To familiarise with correlation and regression models,  |
| 3. To develop skills in choosing the right statistical test- parametric and non-parametric- and apply the same.  |
| 4. To familiarize the learners with concepts and techniques of certain higher statistical models.  |

Course Outcome: The learners should be able to:

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| Choose an appropriate statistical tool for description of economic / business / commercial / managerial phenomena with quantitative emphasis. Design a statistical test for testing significance of values, relationship, fitness and the like and applying the same with useful drawing of conclusions with evidence., Gain Upgraded knowledge by the exposures to the applications of advanced statistical models of Tests, etc.Interpret the test results with conviction and contextual relevance. |

**TECHNIQUES OF RESEARCH**

**SYLLABUS and SCHEDULE of COVERAGE**

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| **Areas**  | **Time Schedule** |
| **Unit I:** Meaning and objectives of classification – Types of classification: geographic, chronological, quantitative and qualitative classification. Discrete and continuous frequency distribution. Tabulation of data – difference between classification and tabulation – Parts of a table – General rules of tabulation. Simple and complex tables.  | 1st – 2nd Week |
| **Unit II:** Measures of Location: Mean, Median and Mode – Measures of Variability: Range, Interquartile Range, Mean Deviation and Standard Deviation. Skewness – Difference between skewness and dispersion - Karl Pearson’s, Bowley’s and Kelly’s coefficient of skewness.  | 3rd – 4th Week |
| **Unit III:** Correlation – Types of correlation – Methods of studying correlation: scatter diagram, graphic and formula method of finding correlation. Properties of coefficient of correlation. Introduction to partial and multiple correlation. Regression analysis – Difference between correlation and regression – Regression equations.  | 5th – 6th  Week |
| **Unit IV:** Test of Hypothesis – Null Hypothesis and Alternative hypothesis – Level of Significance – Confidence Interval – Type I and Type II errors. Analysis of Variance – One way and two way analysis of variance. Chi Square Test – Conditions of applying chi square test – uses and limitations of chi square test. | 7th – 9th week |
| **Unit V:** Non parametric test – Advantages of non parametric test – The sign test for paired data – Rank Sum Test – Mann – Whitney U test – Kruskal – Wallis H test - One Sample run test and Rank Correlation. Introduction to Factor Analysis, Cluster analysis and Conjoint analysis.  | 10th – 12th week |

**References:**

1. S.P. Gupta, Statistical Methods. Sultan Chand & Sons, 2014, 44th Edition
2. Richard I. Levin and David S. Rubin, Statistics for Management, Pearson India, 2012, 7th Edition
3. Douglas Lind, William Marchal and Samuel Wathen, Statistical Techniques in Business and Economics, McGraw Hill Education, 2015, 16th Edition
4. M.P. Gupta and S.P. Gupta, Business Statistics, Sultan Chand & Sons, 2014, 18th Edition
5. C R Kothari and Gaurav Garg, Research Methodology, Methods & Techniques, New Age International Publishers, 2014, 3rd Edition
6. Donnald R.Cooper and Pamala Schindler, Business Research Methods McGraw Hill Publication, 2014, 12th Edition
7. Bruce Bowerman, Richard O'Connell and Emilly Murphree, Business Statistics in Practice: Using Data, Modeling, and Analytics, McGraw Hill Education, 2017, 8th Edition
8. A.N. Sah, Statistics for Management Using MS Excel, I K international Pvt. Ltd, 2013

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**I YEAR – I SEMESTER**

**COURSE CODE: 7PMG1C3**

**CORE COURSE - III – PROFESSIONAL COMPETENCIES**

**(No University Written Examination. Only Viva-Voce Based Course)**

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| **Course Description:** This course is Workshop based wherein the student scholars are given an opportunity to learn, try and sharpen their professional skills that are required in an academic career like inquisitiveness in keeping abreast of the contemporary issues in business, commerce and trade, pedagogical strategies, classroom communication and use of technological aids in teaching, learning and research. |

Course Objectives

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|  1. To build and broaden the General Awareness level of learners in the fields of economy, polity, society and business. |
| 2. To facilitate the use of electronic gadgets and Internet in improving the teaching – learning and research process. |
| 3. To develop the classroom communication and presentation skills. |
| 4. To enthuse the learners to try and adopt various pedagogical strategies.  |

Course Outcome: The learners should be able to:

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| 1. Demonstrate and articulate the competency set of an effective teacher in the present context2. Enhance the professional use of Internet and electronic devices like LCD Projector and Laptops3. Adopt effective ways of inspiring the audience to learn to learn, unlearn and relearn |

**Assessment and Award of Marks**

The Faculty in Charge of the workshop will do Continuous Internal Assessment of the involvement and performance of the learners and award marks for a total of 75 marks. At the end of the workshop, there will be a Viva Voce to ascertain the learning of the student scholars and the skills acquired or developed out of this workshop. The Viva Voce will carry a maximum of 25 marks. A student must secure a minimum of 10 marks in the Viva Voce and 30 marks in the CIA & put together a total of 50 marks out of 100 marks to pass this workshop. Students who fail in the Viva Voce or found absent will have to appear for the Viva Voce in the ensuing semester or year as decided by the Head of the Department. The Viva Voce will be conducted by a panel of three members comprising the Head of the Department, next senior faculty and the faculty in Charge of the Workshop.

**PROFESSIONAL COMPETENCIES**

**(No University Written Examination. Only Viva-Voce Based Course)**

**SYLLABUS and SCHEDULE OF COVERAGE**

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| **Areas** | **Time Schedule** |
| **Unit I:** **Teaching and Learning:** Teaching: Definition and meaning – Characteristics of good teaching – Becoming a reflective teacher - Learning – Definition and meaning – Classical conditioning, Operant Conditioning, Social Learning and Thorndike’s Law of effect.  | 1st – 2nd Week |
| **Unit II:** **Learner- centered teaching:** Meaning - characteristics of learner- centered teaching/learner-centered learning. Need for learner- centered approaches in teaching. Learner - centered techniques of teaching and their advantages. | 3rd – 4th Week |
| **Unit III:** **Classroom Communication:** Testing of Conceptual Clarity through Quizzing – Mentoring and Tutoring Skills to help Slow Learners – Nuances of Written Communication in preparing Lecture Notes, Caselet and Case Writing for Classroom Use | 5th – 6th Week |
| **Unit IV:** **Pedagogical Skills:** Individual and Group Presentations on contemporary economic, social and business issues – Reports on Industry Analyses, Trade Analyses and Export – Import Trends– Comparative Studies of Countries and Economies – Presentations on Recent Research Problems in the chosen areas of specialization | 7th – 8th Week |
| **Unit V:** **Internet and Computers in Teaching – Learning and Research:** Computer Lab Sessions to demonstrate use of Online Journals – Sourcing of Online Research Articles from databases like EBSCO, Emerald Insight, Elsevier Science Direct, etc.,  | 9th – 12th Week |

**References:**

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| --- | --- |
| Communication for the Classroom Teacher | [Cooper, Pamela J](http://www.infibeam.com/Books/search?author=Pamela%20J.%20Cooper), Simonds, Cheri |
| Teaching with the Internet: Lessons from the Classroom, | [Deborah Diadiun Leu](http://www.swaptree.com/books/author/deborah-diadiun-leu/25317/), [Deborah Diadium Leu](http://www.swaptree.com/books/author/deborah-diadium-leu/1879018/), [Donald J. Leu](http://www.swaptree.com/books/author/donald-j-leu/1879019/), [Katherine R. Leu](http://www.swaptree.com/books/author/katherine-r-leu/1879027/) |
| Class Room Communication and Instructional Processes,  | Barbara Mae. Raymond W. Preiss Gayle |

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**I YEAR – II SEMESTER**

**COURSE CODE: 7PMG2C1**

**CORE COURSE - IV -** **EMERGING TRENDS IN MANAGEMENT**

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| Course Description: In today's fast changing scenario, students need to be aware of emerging trends and issues and develop an understanding of how these changes may impact current practice. This course gives an opportunity to examine emerging issues in management.  |

Course Objectives

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| 1. To understand the emerging issues in the field of management |
| 2. To know the emerging trends in various functional areas of management  |
| 3. To understand how the emerging issues and challenges will shape business management in future |

Course Outcome: The learners should be able to:

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| Acquire knowledge and an understanding of emerging issues in various functional areas of management.Analyse current business practice based on the knowledge of emerging issues. |

# EMERGING TRENDS IN MANAGEMENT

**SYLLABUS and SCHEDULE of COVERAGE**

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| **Areas**  | **Time Schedule** |
| **Unit I:** **Emerging Trends in Management** Business Process Reengineering - Benchmarking - Corporate Governance – Corporate Social Responsibility –Work-life balance | 1st – 2nd Week |
| **Unit II:** **Emerging Trends in Human Resources Management** Human Values and Ethics in Management, HRD in India, Stress Management – Employee engagement – 360 degree appraisal – Managing Diversity - Expatriate management strategies – Retention strategies – Emotional Intelligence. | 3rd – 4th Week |
| **Unit III:** **Emerging Trends in Marketing Management** Retailing in India - Advertisement and Media Management - Rural and Agricultural Marketing in India - Relationship Marketing – Online and Web marketing – Green Marketing.  | 5th – 6th  Week |
| **Unit IV:****Emerging Trends in Financial Management** Management of Financial Services, Issues in International Accounting and Finance, Risk Management and Credit Management. Economic Value Addition - Activity Based Costing.  | 7th – 9th week |
| **Unit V:** **EMERGING TRENDS IN OPERATIONS MANAGEMENT** Business Process Outsourcing - Enterprise Resources Planning - Kaizen – Automated Storage and Retrieval System – Just-in-time inventory - Flexible manufacturing systems - Lean manufacturing.  | 10th – 12th week |

**Books for Reference:**

1. Thakur. K.S., Emerging Issues in Business and Management, Excel Books, 2008
2. Gareth Jones and Jennifer George, Essentials of Contemporary Management, Tata McGraw Hill, 2017
3. Drucker, Management Challenges for the 21st Century, Harper Collins, 1st ed.,
4. Stephen P. Robbins and Vohar, Organization Behavior, Pearson Education, 15th Edition, 2013
5. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha, Marketing Management : A South Asian Perspective, Pearson India, 14th Edition, 2012
6. William J Stevenson, Operations Management, Tata McGraw Hill, 12th Edition, 2015
7. I.M. Pandey, Financial Management, Vikas Publishing House, 11th Edition, 2015
8. Rajendra Nargundkar and Tapan Panda, Marketing Strategies for Emerging Markets, Excel Books, 2005

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