

BHAGWANT UNIVERSITY

Sikar Road, Ajmer

Rajasthan



Syllabus

Institute of Humanities & Social Sciences

M. Phil I Semester

Management

Course Category

MMgm : M.Phil in Management

CCC: Compulsory Core Course

ECC: Elective Core Course

Contact Hours:

L: Lecture

T: Tutorial

P: Practical or Other

Marks Distribution :

IA: Internal Assessment (Test/Classroom Participation/Quiz/Presentation/Assignment etc.)

EoSE: End of Semester Examination

M. Phil (Management)

(Course Structure)

| Subject code | Subject Name | Teaching hours | | | Marks | | |
|--------------|--|----------------|----------|----------|-----------|-----------|------------|
| | | L | T | P | External | Internal | Total |
| 01MMgm101 | Research Methodology | 3 | 0 | 0 | 70 | 30 | 100 |
| 01MMgm102 | EMERGING TRENDS IN MANAGEMENT | 3 | 0 | 0 | 70 | 30 | 100 |
| 01MMgm103 | FUNCTIONAL MANAGEMENT DECISIONS | 3 | 0 | 0 | 70 | 30 | 100 |

| | | | | | | | |
|------------------|-------------------------------|-----------|----------|----------|------------|------------|------------|
| 01MMgm104 | Contemporary Marketing | 3 | 0 | 0 | 100 | | 100 |
| Total | | 12 | 0 | 0 | 280 | 120 | 400 |

RESEARCH METHODOLOGY

Course/Paper: 01MMgm101

UNIT I

INTRODUCTION

Research: Meaning - significance – purpose – types – scientific research - Steps in research: Identification, selection and formulation of research problems, research questions – research design – hypothesis formulation.

UNIT II

DATA COLLECTON

Data for research: Primary data – meaning, collection methods-observation interview questionnaire- schedule- scaling techniques - experiments - case studies, Secondary data – meaning, relevance, limitations.

UNIT III

SAMPLING

Sampling: Meaning – sampling theory - types of sampling – steps in sampling – sampling design – sample size – sampling techniques and methods - sampling and non-sampling errors – advantages and limitations of sampling.

UNIT IV

DATA ANALYSIS

Data processing: Editing – coding – transcription and tabulation – Data analysis – meaning and methods - quantitative and qualitative analysis – an overview of parametric and non-parametric tests – application of advanced software packages.

UNIT V

REPORT WRITING

Research report: types of report – structuring the report – contents – styles of reporting – steps in drafting reports – editing and evaluating the final draft report.

Paper –II EMERGING TRENDS IN MANAGEMENT

Course/Paper: 01MMgm101

UNIT I

EMERGING TRENDS IN GENERAL MANAGEMENT

Business Process Reengineering - Benchmarking - Management By Objectives & Exception – Management By Walking Around - Corporate Governance – Corporate social Responsibility – Business Adoption – Work-life balance

UNIT II

EMERGING TRENDS IN HUMAN RESOURCES MANAGEMENT

Socialisation - 360 degrees appraisal – Flexi timing – Emotional Labour – Knowledge management – Employee engagement – Retention strategies – Outplacement

UNIT III

EMERGING TRENDS IN MARKETING MANAGEMENT

Marketing Mix - Customer Relationship Management – Online and Web marketing – Marketing ethics.

UNIT IV

BEST PRACTICES IN FINANCIAL MANAGEMENT

Economic Value Addition - Activity Based Costing – Depository Services – Derivatives Market.

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, Supply chain management.

Paper –III FUNCTIONAL MANAGEMENT DECISIONS

Course/Paper: 01MMgm103

UNIT I

GENERAL MANAGEMENT

Planning – Organising – Staffing and Controlling - Mergers and Acquisitions - Professional ethics – Business environment: political, social, technological, legal and cultural

UNIT – II

ORGANISATIONAL BEHAVIOR

Personality – Perception - Attitude and Values - Motivation - Job satisfaction – Leadership - Group dynamics – Organisational Climate and Culture- Organizational development

UNIT – III

HUMAN RESOURCES MANAGEMENT

Selection and recruitment – Training and Development – Industrial relations – Industrial Disputes - Labor welfare – Man power planning – Job evaluation and merit rating – Performance appraisal – Employee compensation and rewards

UNIT –IV

MARKETING MANAGEMENT

Marketing mix - segmentation, targeting and positioning - New product development – Product life cycle – Pricing – Channel decisions - Personal selling – Advertising – Promotion – Consumer research – Publicity – Customer relationship management - Export marketing.

UNIT V

OPERATIONAL MANAGEMENT

Plant Location -Plant layout - Product design & process selection - Production planning and control – Inventory Management – Materials management – Maintenance management

Paper –IV MARKETING MANAGEMENT

Course/Paper: 01MMgm104

UNIT I

INTRODUCTION

Evolution of Marketing – Nature and Scope – Marketing Philosophies - Core concepts of marketing – Marketing process - Marketing Mix

UNIT II

ANALYSING MARKETS AND S-T-P STRATEGIES

Analysis of marketing opportunities – Marketing Intelligence - Competitors - Analysis of micro and macro environment – Understanding individual and industrial buyer behaviour – Buying decision process – Consumerism - Strategies for market segmentation, targeting and positioning

UNIT III

MARKETING MIX STRATEGIES

Product planning – product life cycle – New product development – brand management -

Packaging - Pricing strategies - Pricing methods - Distribution channel selection and management - Promotion Mix - Marketing Communication - Advertising –

Personal selling - Sales force management - Sales promotion – Publicity and Public Relations.

UNIT IV

MARKETING RESEARCH

Types, process – tools and techniques – application of marketing research – product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, competitor analysis and related aspects – preparation of marketing research report – sample case studies.

UNIT V

OTHER AREAS OF MARKETING AND EMERGING TRENDS

International marketing – Rural Marketing - Online marketing – Web based marketing programmes - Marketing to non-profit organizations - Marketing to organizations –Marketing of services – Event marketing – Emotional marketing – Holistic marketing - Emerging new trends and challenges to marketers - Building customer satisfaction - Database marketing - Customer Relationship Management

TEXT BOOKS

1. Philip Kotler: Marketing management (Millennium edition), Prentice Hall of India P (ltd), New Delhi 2001.
2. Zikmund d'Amico, Marketing South western, Thomson Learning, 2000.
3. Sherlekar S.A., Marketing Management, Himalaya publishing, New Delhi

REFERENCES:

1. Micheal R.Czinkota & Masaaki Kotabe, Marketing management, Vikas Thomson learning 2000.
2. Douglas, J.Darymple marketing management John Wiley & Sons, 2000
3. NAG, marketing successfully A professional perceptive, Macmillan 2001
4. Boyd Walker, Marketing Management, McGraw Hill, 2002
5. Aakar Day, Kumar, Essential of Marketing Research
6. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998