

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

SEMESTER II

Subject code	Subject Name	Teaching hours			Marks		
		L	T	P	External	Internal	Total
02MMgm101	Advanced Research Methodology	3	0	0	70	30	100
02MMgm102	Human Resource MANAGEMENT	3	0	0	70	30	100
02MMgm103	Marketing MANAGEMENT	3	0	0	70	30	100
02MMgm104	Dissertation	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 perspective, 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

SEMESTER II

02MMGM101 Advanced Research Methodology

Unit I

Management Researches: Introduction – Essence – Elements and utilities – Models of Organizational Behaviour – Perspective of Organizational Behaviour – Limitations of Organizational Behaviour – Perceptual Process – Personalities and Attitudes – Motivation: Meaning – Process and Theories.

Unit II

Leadership and Personality Development: Management Leadership – Traits of an effective leader – Power Styles – Managerial model of leadership – Personality Development – Interpersonal relationship – Johari Window.

Unit III

Financial Instruments: Financial Institutions – Financial Markets – Growth and trends in the Indian financial System – Risk and Return – Capital structure Planning – dividend Policy and Share Valuation – Practical Aspects.

Unit IV

Research for Marketing Decisions: New Product Development research – research on Brand Equity and Preferences – Research on Pricing Strategies – Research on Distribution Channels – Salesmanship – Traits and Effectiveness – Advertising Copy – Media Effectiveness – Consumer Behaviour – Market Segmentation.

Unit V

Marketing Research: Introduction – Evolution – Emerging Issues – Role of Marketing Research in a Marketing Plan – Typical Applications of Marketing Research – The Marketing Research Process – Research Design – Designing the

Research Methodology – Plan for Sampling - Analysis Plan and Expected Outcome - Presentation – Report and Market Action.

Text Books

1. Fred Luthans, 2001, *Organizational Behaviour*, New Delhi, Tata McGraw Hill Publishing Company Limited, [Unit I & II]
2. Prasanna Chandra, 2001, *Financial Management*, New Delhi, Tata McGraw Hill Publishing Company Limited, [Unit III]
3. Philip Kotlar, 1996, *Marketing Management - An Asian Perspective*, Singapore, Prentice Hall Simon & Schuster (Asia) (P) Ltd., [Unit IV & V]

References

1. L. M. Prasad, 2001, *Organisational Behaviour*, New Delhi. Sultan Chand & Sons.
2. S. N. Maheswari, 2001, *Financial Management*, New Delhi, Sultan Chand & Sons.
3. Rajendra Nargundkar 2002, *Marketing Research*, New Delhi, Text and Cases, Tata McGraw Hill Publishing Company Limited,

02MMGM102 HUMAN RESOURCE MANAGEMENT

Unit I

Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

Manpower Planning – Concept, organization and practices, manpower planning techniques

– short term and long term planning.

Unit III

Recruitment and Selection Skill – Job analysis – Description – Job Specification – Selection Process – Tests and interviews – Placement and induction. Performance appraisal –purpose – Factors affecting performance appraisal – Counseling.

Unit IV

Training and development – Need and Importance – Assessment of training needs – Training and development and various categories of personnel – Career planning and development –Career counseling, promotions and transfers – Retirement and other separation processes.

Unit V

Wages and Salary administration – Developing a sound compensation structure – Regularity provisions – Incentives – Grievance handling and discipline – Developing grievance handling

and discipline – Development grievance handling systems – collective bargaining
Managing conflicts.

Text Book

1. C.B. Memoria, 2000, *Personnel Management*, New Delhi, Himalaya Publications.

References

1. Edwin Flipp, 1999, *Personnel Management*, New Delhi, McGraw Hill Publications.

2. Davis & Newstrom, 2000, *Human Behaviour at Work*, New Delhi, McGraw Hill Publications.

3. Fred Luthans, 2000 *Organisational Behaviour*, New Delhi, McGraw Hill Publications.

4. Stephen P. Robins, 2001 *Organisational Behaviour*, New Delhi, Prentice Hall of India Ltd.

02MMGM103 MARKETING MANAGEMENT

Unit I

Marketing – meaning – functions of marketing – Marketing Mix – Market Segmentation – Agricultural marketing, features, problems.

Unit II

Product – meaning – features – classification – new product planning and development – Product Mix – Product Life cycle. Branding, Brand loyalty and equity, Packaging, ISO series and Agmark.

Unit III

Pricing – meaning – Objectives – Factor affecting pricing – methods and types of pricing.

Unit IV

Promotion – Meaning – Need – Promotion mix, Personal Selling – Meaning – Advantages-Limitations.

Unit V

Customer Relationship Management – Service Marketing Applications – Marketing – retention strategies of some special fund and non – fund based financial services – leasing and hire purchase services – consumer finance, insurance and factoring – Mutual funds and credit cards.

Text Book

1. R.S.N. Pillai & Bagavathi, 2000, *Modern Marketing*, New Delhi, S.Chand & Co.

References

1. Rajan Nair.N., Sanjith R. Nair, 2000, *Marketing*, Sultan Chand & Sons, New Delhi.

2. Philip Kotler, 2001, *Marketing Management*, New Delhi ,Prentice Hall of India Ltd.

3. Stanton William, J.S. and Charles Futrell, 1998, *Fundamentals of Marketing*, NewDelhi, McGraw Hill Book & Co.

4. Monga & Shalini Anand, 2000, *Marketing Management*, New Delhi, Deep & Deep publications.

02MMGM104

DISSERTATION