

**Master of Philosophy  
(M. Phil.)**

In

**Management**

**(One Year Full Time Programme)**

**COURSE STRUCTURE  
&  
SYLLABUS**

**Session 2011-12 Onwards**

**Department of Business Administration  
A. P. S. University, Rewa (MP)**

## COURSE STRUCTURE

### Semester I

Paper Code & Name	Maximum Marks
1001 Integrative Managerial Practices	100
1002 Emerging Trends & Challenges in Management	100
1003 Computer Applications	100
<b>Total Marks</b>	<b>300</b>

### Semester II

Paper Code & Name	Maximum Marks
1004 Research Methodology	100
1005 Dissertation & Viva	200
<b>Total Marks</b>	<b>300</b>
<b>Grand Total of Marks</b>	<b>600</b>

*Note: The marks obtained will be converted into Credit points as per the university norms.*

## SYLLABUS

### 1001. INTEGRATIVE MANAGERIAL PRACTICES

#### Unit I: Introduction

Evolution of Management Thoughts, Functions & Principles of Management, Management by Objectives, Management by Exception, Role of Motivation and Leadership in Management, Team Management, Time Management.

#### Unit II: Organisational Behaviour

Corporate Culture, Group Dynamics, Inter-personal Relations, Conflict & Co-operation, Transactional Analysis, Stress Management and Coping Strategies.

#### Unit II: Managerial Skills

Managerial Roles and Skills; Conceptual, Social & Technical Skills, Problem Solving and Decision Skills, Conflict & Co-operation, Entrepreneurial Skills, Communication & Presentation Skills.

#### Unit IV: Management Science

Evolution & Overview of Management Science, Elementary Introduction to Selected OR Models: Linear Programming, Transportation, Assignment, CPM & PERT, Simulation, Use of Operations Research Models in Managerial Decision making.

#### Unit V: Strategic Management

Business Policy and Strategic Management, Strategic Intent, Overview of Strategic Management; Strategic Alternatives, Choice & Evaluation. Core Competence, CSFs, Strategic Leadership.

## 1002. EMERGING TRENDS & CHALLENGES IN MANAGEMENT

### Unit I: General Management

Management in 21<sup>st</sup> Century, Business Process Re-engineering, Corporate Governance, Corporate Social Responsibility & Business Ethics, Benchmarking, Transformational Leadership.

### Unit II: Human Resource Management

360 degrees Appraisal, Flexi Timing, Emotional Intelligence and Labour, Knowledge Management, Employee Empowerment, Potential Appraisal & Talent Management, Succession Planning, Career Planning and Management, Retention Strategies.

### Unit III: Marketing Management

Marketing Strategy, Creating & Delivering Customer Value, Marketing in a Liberalised Economy, Retail Management, One Roof Concept, Mall Culture, Organised Retail, On-line and Mobile Marketing, Multi Level Marketing, Green Marketing, Rural Marketing, Relationship Marketing & CRM.

### Unit IV: Financial Management

Activity Based Costing, Economic Value Added, Micro Finance, Derivatives Market in India, Stock & Commodity Markets, Corporate Portfolio Analysis in India, Credit Ratings, DII, FDIs & FII, Foreign Exchange Market in India, Recent Changes in Global Financial Markets.

### Unit V: Operations Management

Enterprise Resource Planning, Business Process Outsourcing, Kaizen, Six Sigma, Just in Time Inventory, Flexible Manufacturing System, Quality Assurance & Quality Standards, ISI & ISO, Concept TQM, Supply Chain Management & Logistics.

## 1003. COMPUTER APPLICATIONS

### Unit-I Basics of Computer & GUI Based Operating System

**Computers:-** An Introduction, Components of Computer System: - CPU, Input and Output Devices, Storage Media, Concept of Hardware and Software.

**Operating System:-**An Introduction, Basics of Operating System, The User Interface, Operating System Simple Settings, File and Directory Management, Types of files.

### Unit-II: Word Processing & Power Point

**Word Processing :-**Introduction, Word Processing Basics, Opening and Closing Documents, Text Creation and Manipulation, Formatting the Text, Table Manipulation, Working with various shortcut keys: Select, Find, Replace, Cut, Copy and Paste text.

**Making Small Presentations: -** Using PowerPoint, Creation of Presentation, Preparation of Slides. Providing Aesthetics: Enhancing Text Presentation, Working with Colour and Line Style, Adding Effects, Adding Tables, Picture, Photos, Movies and Sound. Adding Headers and Footers, Presentation of Slides, Slide Show.

### Unit-III: Spread Sheet

**Elements of Electronic Spread Sheet:-** Opening of Spread Sheet, Addressing of Cells, Printing of Spread Sheet, Saving Workbooks, **Manipulation of Cells:-** Entering Text, Numbers and Dates, Creating Text, Number and Date Series, Editing Worksheet Data, Inserting and Deleting Rows, Column, Changing Cell Height and Width, **Function and Charts:-**Using Formulas, Function, Charts. Statistical Calculation in Excel Sheet.

### Unit- IV Computer Communication and Internet

Introduction, Basics of Computer Networks:- Local Area Network (LAN), Wide Area Network (WAN), **Internet:-** Concept of Internet, Basics of Internet Architecture, **Services on Internet:-** World Wide Web and Websites, Communication on Internet, Internet Services, Web Browsing Software, Search Engines, Printing Web Pages, Basics of E-mail, Email Addressing, Using E-mails, Creating, Sending and forwarding an E-mail.

### Unit- V Management Information System

Conceptual Framework of Management Information System, Decision Support System, MIS and Decision Making, Use of Computers and Information Technology in Effective Management.

## 1004. RESEARCH METHODOLOGY

### 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 Collection & Scaling Techniques

**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

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 – Measures of Central Tendency and variance. 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.

## 1005. DISSERTATION & VIVA VOCE

Each student will be required to submit a dissertation (in three copies) at the end of the II Semester. The dissertation has to be a Research Report based on an empirical work done by the student in one of the areas of specialisation taken by him/her during the MBA Course.

The topic of the dissertation has to be selected at the beginning of the M. Phil. Programme. The topic has to be finalised in consultation with the Research Supervisor and should be approved by the Head of the Department/ Professor- in charge.

The student will be required to give a Synopsis Presentation on the topic of the dissertation in a Class Seminar during the I Semester. Each student will also be required to give an Open Presentation on his dissertation in the presence of the Research Supervisor and Head of the Department/ Professor- in charge during the II Semester.

The dissertation will be evaluated by one external and one internal examiner as per the university norms. A Viva-voce will be organised on the dissertation at the end of the II Semester. The Viva-voce examination will be conducted by one external and one internal examiner. The weight age of dissertation and viva will be as per the M. Phil. Ordinance of the university.