

SRI CHANDRASEKHARENDRA SARASWATHI VISWA MAHAVIDYALAYA
(Declared as Deemed-to-be University under section 3 of the UGC Act, 1956 vide notification
No.F.9.9/92-U.3 dated 26th May 1993 of the Govt. of India)
Accredited with “A” Grade by NAAC
Enathur, Kanchipuram – 631 561

DEPARTMENT OF MANAGEMENT STUDIES



SYLLABUS

M.Phil Programme

Details of Credits

S.No	Course code	Title	Credits		
			Papers	Practical/Di ssertation	Theory
1.	MMR11	Research Methodology-1	-	4	4
2.	MMR12	Research Methodology-II	-	4	4
3.	MMR13	Research for Business Decisions	-	4	4
4.	MMRZ1	Dissertation and Viva-Voce	15	-	15
			15	12	27

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MMR11 - Research Methodology-1

(60 Periods)

Unit I

(10 Periods)

Research: Meaning-purpose-Types of research-Significance of research in social and business sciences.

Unit II

(10 Periods)

Steps in research: Identification, Selection and formation of research problem-Research Questions-Research Design- Formulation of hypothesis- review of literature.

Unit III

(10 Periods)

Sampling technique: Sampling theory-Types of sampling-Steps in sampling-Sampling and non-sampling error-Sampling size-advantages and limitation of sampling.

UNIT IV

(10 Periods)

Data for research: Primary data-Meaning- Collection methods- Observation-Interview- Questionnaire-Schedule-Pretest-Pilot study-Experimental and case studies-Secondary data-Meaning-Relevance, limitations and cautions.

Unit V

(10 Periods)

Processing data- Checking-Editing- coding-Transcription and Tabulation- data analysis-Meaning and methods-Quantitative and Qualitative analysis.

Unit VI

(10 Periods)

Structuring the Report: Chapter format- Pagination- Identification- using quotations-Presenting foot notes-abbreviations-presentations of tables and figures.-Research report; Types of reports- Contents –Styles of reporting-Step in drafting reports- Editing the final draft- Evaluation the final draft

Reference Books:

1. C.R.Kothari, Research methodology ; Methods and Techniques
2. Bannet, Roger Management Research
3. Young Pouline V, Scientific Surveys and Research
4. Goode and Ht, Methods of Social Research
5. Rummel & Ballaline, Research Methodology in Business
6. Selltiz et-al, Research Methods in Social Research
7. Emory William, Business Research Methods
8. Thakur, Devandra, Research Methodology in Social sciences

Web Link(s)

1. <http://www.underacademy.org/distinguishing-between-the-types-of-research-papers-and-their-components>
2. <http://archives.gadoe.org/DMGetDocument.aspx/Types.of.Research.Methods.SERVE%20Center.pdf?p=6CC6799F8C1371F6C790A38569315032FE8B3FDBE6A7D64BCE3B4886D72BD474&Type=D>
3. <http://www.ncl.org/students-disabilities/ld-education-teachers/types-research-their-roles-improvement-practice>

MMR12 - Research Methodology- II

(60 Periods)

Unit I

(10 Periods)

Statistics in research; Specific applications of measures of central tendency Dispersion, Skewness and Kurtosis in research

Unit II

(10 Periods)

Measures of Relationship; Correlation- simple, Partial and multiple- regression- Simple and multiple- Association of Attributes- Application in research

Unit III

(10 Periods)

Hypothesis testing and estimation: Fundamentals of hypothesis- testing- Standard error – point and interval estimates-Important non-parametric tests: Sign, Run, Kruskal-Wallis tests and Mann- Whitney u test

Unit IV

(10 Periods)

Parametric tests: Testing of significance mean, proportion, variance and correlation- Testing for significance of difference between means, proportions, variances and correlation coefficients

Unit V

(10 Periods)

ANOVA and Chi-square Tests: One-Way and Two-Way ANOVA- Latin square test – chi-square test for association and goodness of fit.

Unit VI

(10 Periods)

Measurement in research: Measurement scales-Tests of good measurement-Construction of Likert, Thurstone Scales, Staple scale, semantic Differential Scales and Multi Dimensional Scale- Scale validation.

Reference Books:

1. Richard I. Levin, David, S.Ruban, Statistics for Management.
2. Ronald L Lman & W T Conover, Modern Business Statistics.
3. S.C. Guptha, Fundamental of Statistics
4. S P Guptha ,Statistical Methods
5. Green and Rull , research of Marketing Decisions
6. C.R.Kothari, Research Methodology: Methods and Techniques
7. Patterson, Statistical Methods for Business and Economics.

Web Link(s)

1. Journal of Business & Economic Statistics, Aims and Scope.
2. "Journal of Business & Economic Statistics, American Statistical Association."
3. E. Pekoz, The Manager's Guide to Statistics, www.probabilitybookstore.com,
4. www.texasoft.com
5. www.finecomb.com/statistical+tools
6. <http://www.swlearning.com/quank/kohler/stat/resources/links.html>

MMR13 - RESEARCH FOR BUSINESS DECISIONS

(60 Periods)

Unit I

(10 Periods)

Business Decisions: Concepts and process- Research as a decision support system
Component-Environment research- research on functional areas-Institutional research in the context of liberalization, privatization and globalization

Unit II

(10 Periods)

Research of marketing decisions: Research on market segmentation- Product Research- New product development research-research on brand equity and preferences- research on Pricing Strategies- Research on Distribution Channels –Research on salesmanship qualities and effectiveness- Research Behavior- Research on Export marketing-Research on marketing information system.

Unit III

(10 Periods)

Research for Personal Decisions: Research On effectiveness of different sources of recruitment and training- Research on leadership: Traits Style and effectiveness-Research on employee-Motivation, Absenteeism, Job, Satisfaction, Welfare measures, Quality of work life and participation in management-research on personnel information system

Unit IV

(10 Periods)

Research for organizational Decisions: Research on organizational issues, like climate, culture .culture, creativity, change, development and excellence

Unit V

(10 Periods)

Research for Capital Market Decisions-Research for Primary Market-Trend and determinant-Research on performance on mutual funds-Research on global capital market instruments and institutions-Research on capital market information system.

Research for financial decisions: research on cost of capital and capital structure- Research on risk –return-patterns of projects- Research on working capital management- Research on credit management-Research on financial information system

Unit VI

(10 Periods)

Research on business strategies: strategies alliances and diversification-mergers and acquisitions – Disinvestments- Reorganizations-Reengineering-Corporate Governance-Ethics-Social responsibility

Reference Books;

1. Philip Kotler. Marketing management
2. Edvin and Flippo. Personal Management
3. Khan YM and Jain PK, Financial Management – Text and Problems, 2007, Tata McGraw Hill Publishing Company Ltd, New Delhi
4. Prasana Chandra – Financial Management - Tata McGraw Hill
5. Organizational Change and Development by Dipak Kumar Bhattacharyya published by Oxford University Press in 2011

Weblink(s)

1. [Organization Development Network](#) An international, professional association of educators and practitioners.
2. https://www.csi.ca/student/en_ca/courses/csi/csc.xhtml
3. Institute for Strategy and Competitiveness at Harvard Business School
4. [1]- Improving Strategic Management
5. The Journal of Business Strategies

MMRZ1- Dissertation and Viva-Voce

Description

The Dissertation and Viva- Voce is a mandatory real time research activity for M.Phil scholars during the end of their programme after the successfully appearance of methodology papers. It is carried out by the scholars individually on any one of their specialization area for the period of 180 days. A scholar can pursue his/her dissertation in association with any organization/corporate/ institution or communal/social relevance based. The mode of topic/title selection for the dissertation is done by the scholar after undertaking comprehensive pilot study with the help of primary and secondary data/experience survey/ observation or field of interest is mandatory. Based on the scholars preferred area pursuing dissertation, the guide from the department is allotted to the scholar. After the allotment of the guide, the scholars should constantly interact with the guide and got approval for every progress of their dissertation. During the tenure of dissertation, every scholar should report for minimum 5 sittings along with the guide either personally or on the convenient mode of interaction for both scholar and guide. During the fifth month of dissertation, the scholar should submit the rough copy of their dissertation and based on the approval of the guide, the dissertation's rough copy submitted by the scholar is scrutinized by the committee of faculty in the Department and once the approval for submission is extended by the committee, the scholar is entitled to submit their final copy of dissertation (5 hard copies and 2 soft copies) for valuation. The valuation of dissertation is done by external examiners from the domain and after the successful completion of valuation; the scholars have to appear for viva-voce before the committee of experts along with an external examiner. After the successful completion of viva by the scholar, he/she may attain the eligibility to claim for the degree M.Phil in Management Studies