

Karpagam University – Coimbatore -641 021

M. Phil. / Ph. D -- Management

Paper -I: Research Methodology and Pedagogy
(Effective from the academic year 2008-2009 and onwards)

Unit I

Research – scope and significance- Types of research-Research process – Characteristics of good research – Identifying research problem – sampling design – meaning – steps in sampling – criteria for good sample design – Types of sample design – Probability and non- probability sampling methods. Measurement – meaning – need -Errors in measurement –Techniques of measurement – scaling Techniques - meaning -types of scales.

Unit II

Review of Literature-meaning- procedure – Steps- Data collection:- Types of data – sources – Methods of data collection – constructing questionnaire – establishing reliability and validity data processing:- coding – editing – and tabulation of data- basic knowledge of statistical software like spss.

Unit III

Identifying research problems in functional areas of management- basic of psychometric testing - Basic statistical tools and techniques like mean, median mode etc. - **Parametric** Test - Hypothesis testing - Z – test, t – test-,F – test, Chi–square test --Goodness of fit- ANOVA – Correlation, Multiple Regression, Factor Analysis, Non – Parametric Tests – Assumptions - advantage, disadvantage.

Unit IV

Report writing:- Significance – Report writing:- Steps in report writing – Types of reports - executive summary – Precautions for writing report – Norms for using Tables, Charts and diagrams - Appendix:- norms for using Index and Bibliography – Conventions relating to preparation of research report.

Unit V

Pedagogical Methods in Higher Education

Objectives and roll of higher education – Important characteristics of an effective Lecture – Quality teaching and learning – Lecture preparation – Characteristics of instructional design – Methods of teaching and learning : Large group – Technique – Lecture, Seminar, Symposium, Team Teaching, Project, Small group Technique – Simulation, role playing Demonstration, Brain storing, case discussion, and assignment, Methods of evaluation – Self evaluation, student evaluation, Diagnostic testing and remedial teaching – Question banking – Electronic media in education: - ***e* learning** researches – web based learning

References:

1. Donald Cooper, (2000). Business Research Methods. Tata Mc Graw Hill, New Delhi.
2. Gupta, S.P., (2001). Statistical Methods. Sultan Chaud & Sons. New Delhi.
3. Kothari, C.R.,(2002). Research Methodology. Wishwa Prakasham, New Delhi.
4. Krishnaswami (2003). Methodology of Research in Social Sciences. Himalaya Publishing House, New Delhi.
5. Panneerselvam, R., (2004). Research Methodology. Prentice Hall of India, New Delhi.
6. Sterling (2003). Research Methods for Management and Commerce. Tata Mc Graw Hill, New Delhi.
7. Vedanayagam, E.G (1989) Teaching Technology for college teachers. New Delhi: Sterling Publishers (P) Ltd.
8. Rajasekar.S (2005) Computer Education and educational computing. Hyderabad: Neeikamal Publications.
9. Kumar K.L. (1997) Educational Technologies, New Delhi: New age International.

Karpagam University – Coimbatore -641 021

M. Phil. / Ph. D – Management

Paper –II: General Management

(Effective from the academic year 2008-2009 and onwards)

Unit - I

Nature and functions of Management: Role of Manager-Managerial levels - Managerial functions - Planning; nature, purpose and objectives - Decision making; meaning, process - Organizing; structure, line/staff functions, Staffing; manpower planning, recruitment, selection - Leadership, types of leaders, effective leadership.

Unit – II

Meaning of Human Resource Management - functions - Objectives - HRM in changing environment, Job Analysis - Performance Appraisal, methods, uses- Training and Development, Compensation Management Concepts- Foundations of Organisational Behaviour - nature, role and functions – individual behaviour- group behaviour- transactional analysis, power and conflicts-organisation culture and change.

Unit – III

Financial Management - Objectives, goals, scope - an overview of Indian Financial system, development, reforms- Financial Statement Analysis – limitations- cost of capital- capital structure - leverages- cost volume profit analysis- capital budgeting

Unit - IV

Marketing Management– Meaning , nature - Conceptual foundation of Marketing – Modern Concepts of Marketing – New horizons of Marketing – Marketing systems -- Marketing Functions- Market Segmentation – Marketing mix: product mix, price mix, Promotion Mix -

Unit- V

Foundations of Information Systems: A framework for business users - System concepts - Organisation as a system - Components of Information Systems - IS Activities , Types- System Development Life Cycle –comparison, concepts and knowledge representation – managing international information system.-Managing Information Technology-Security and Ethical Challenges

Reference:

1. Bharati v. Pathak (2008), The Indian Financial System, Markets, Institutions, and Services, 2nd edition, Pearson education.
2. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
3. Philip Kotler, (2001), Marketing Management. 10th Edition. Prentice - Hall Inc., USA.
4. Prasanna Chandra, Financial Management Theory & Practice (6th Edition), Tata McGraw Hill Publishing Company Ltd
5. Sisodia, V & Udai Pareek, Human Resource Development .Tata McGraw Hill.
6. Stephen Robbins and Timothy.A.Judge, Organization Behaviour .Prentice Hall of India.

Karpagam University – Coimbatore -641 021

M. Phil. / Ph. D – Management

Paper :III : Special Paper I: Financial Management
(Effective from the academic year 2008-2009 and onwards)

Unit I

Meaning and Nature of **Financial Management**, Indian Financial system- development, reforms, Capital Budgeting decision – Discounted and non-discounted techniques, cost of capital- computation of cost of capital for each source of finance. Leverage – Meaning – Financial Leverage – Operating Leverage – EBIT and EPS Analysis or indifference analysis. Capital Structure – Theories of Capital Structure -Determinants of Optimal Capital Structure.

Unit II

Working capital management – Concept, need and determinants of working capital- factors determining working capital- sources of working capital finance- - Receivables management – Inventory Management

Unit III

An Over view of Indian Financial System – Introduction – Merchant Banking in India – Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Banking - Legal and Regulatory Frameworks – Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges, OTCEI and NSE.

Unit IV

Money market, money market instruments, **Capital market** and reforms, **Primary market**-meaning, Book building, Green Shoe option, On line IPOs, **Secondary market**, Listing of securities, Trading and settlement, Stock market index, **Debt market**- the private Corporate debt market.

Unit V

Foreign Exchange market- calculations of exchange quotations, **Derivatives market**- Options and futures trading strategies, **Economic analysis- Industry analysis- Company analysis** (basic information only), Efficient market theory- **Portfolio** construction, Portfolio evaluation, and Portfolio revision.

Reference:

1. Bharati v. Pathak (2008), The Indian Financial System, Markets, Institutions, and Services, 2nd edition, Pearson education.
2. Brealy & Myers, Principles of Corporate Finance, 6th Edition, Tata McGraw Hill Publishing Company Ltd.
3. Prasanna Chandra, Financial Management Theory & Practice (6th Edition), Tata McGraw Hill Publishing Company Ltd
4. Ross, Westerfield, Jafee, Corporate Finance, 7th Edition, Tata McGraw Hill Publishing Company

Karpagam University – Coimbatore -641 021

M. Phil. / Ph. D – Management

Paper- III: Special Paper II: Marketing Management
(Effective from the academic year 2008-2009 and onwards)

Unit I

Marketing – Meaning , nature of marketing - Conceptual foundation of Marketing – Modern Concepts of Marketing – New horizons of Marketing – Marketing systems – Marketing Functions – Marketing Environment. Customer demand – Demography – Demand forecasting – Role and Methods of sales forecasting.

Unit II

Market Segmentation – Marketing mix: product mix, price mix, Promotion Mix - Product life cycle – brand management, developing new product – targeting and positioning-pricing decisions. Buyer Behavior – Determinants of Buyer Behavior – Social and cultural influences on buyer behavior – Organizational buyer behavior – Consumer Relationship Marketing (CRM) – Consumer rights – Consumer protection council – Functions.

Unit III

Sales Promotion Techniques - Customer oriented techniques- salesman oriented techniques- dealer oriented techniques- government department oriented techniques. Direct marketing – definition - scope and importance of direct marketing - direct marketing mode – telemarketing- catalogue marketing- network marketing- and data base marketing - challenges in direct marketing.

Unit IV

Physical Distribution – Channels of Distribution: Role of Channels of distribution – Sub-division of Distribution system – Middlemen in Distribution – Channel decision. Managing distribution channels: Functions of Retailers – Prerequisites of Retail Trade – Small-scale Retailers – Survival of Small Traders – Measures to overcome competition from big retailers - Role of Physical Distribution in India.

Unit V

Agricultural Marketing – Importance – Special Characteristics – Micro Finance- Rural marketing- characteristics- rural Marketing agencies – Regulated Marketing in India – Co-operative societies in India. Export Management: International Marketing – Export in world markets – Foreign Trade – Special Difficulties in Foreign Trade – Export trade.

REFERENCES:

1. Gupta, A.P, (2002) Marketing of Agricultural Goods in India. 7th Edition.
2. Gupta, C.B. & Dr.N.Rajan Nair, (2002). 7th Edition. Sultan Chand & sons, New Delhi.
3. Philip Kotler, (2001), Marketing Management. 10th Edition. Prentice - Hall Inc., USA.
4. Sherlekar S.A., (2004) Marketing Management. Himalaya Publishing House, Mumbai.
5. William J Stanton, (2004) Fundamentals of Marketing. 13th Edition. Tata McGraw Hill, USA.

Karpagam University – Coimbatore -641 021

M. Phil. / Ph. D – Management

Paper- III: Special paper III: Corporate Human Resource Management
(Effective from the academic year 2008-2009 and onwards)

Unit I

Human Resource Management: Nature-Scope-Importance- Strategic HRM. Recruitment & Selection –Process - Methods. Training and Development- Types of training – Evaluation of Training.

Unit II

Organizational Behaviour: Personality- Determinants- Types. Values - Types. Attitudes- Components- Formation of Attitude. Emotional Intelligence –Components. Work Stress Management- Nature-Causes of Stress- Effects of Stress- Managing Stress Management of Organisational Conflicts- Managing Change- Analysing Interpersonal Relations Leadership- Leadership Styles and Influence Process- Group Dynamics- Negotiation Skills – Collective Bargaining- Assertiveness.

Unit III

Human Resource Development: HRD-meaning-Scope- Difference between Personnel Management and HRD- Performance Appraisal- Methods- 360° Feedback - Potential Appraisal –Process-Difference between Performance and Potential Appraisal. – Career Guidance – Counselling- HR Audit. Recent trends in HR

Unit IV

Organizational Development: OD-Concepts-Nature-Scope, Conditions for failure and success in OD efforts- OD Interventions- Team Interventions, Interpersonal Interventions & Comprehensive interventions.

Unit V

International HRM: Cultural Differences and HRM . International Recruitment Policy – Selection Criteria- Training Development – Compensation- Repatriation. Work Force Diversity . Cultural Diversity.

Reference Books:

1. Aswathappa, Human Resource Management .Prentice Hall of India.
2. Cecil.H.bell & Wendell .L.French , Organizational Development .Prentice hall of India.
3. McShane , Organization Behaviour .Prentice Hall of India.
4. Rao, V.S.P., Human Resource Management.Excel Books.
5. Sisodia, V & Udai Pareek, Human Resource Development .Tata Mcgraw Hill.
6. Stephen Robbins and Timothy.A.Judge, Organization Behaviour .Prentice Hall of India.
7. Tripathi, P.C., Human Resource Development .Sultan Chand & Sons.

Karpagam University, Coimbatore-641021

M.Phil/Ph.D- Management

Paper- III: Special Paper- IV

SYSTEM MANAGEMENT

(Effective from the academic year 2009- 2010 and onwards)

UNIT- I

Definition – Evolution – Classification of computers – Input Devices – Output devices – Secondary storage – magnetic disk storage – magnetic tape storage – optical disk storage king – Role of system analyst – Data base management system.

UNIT- II

Software – System Software – Application Software – Operating System Fundamentals – Processor – Memory – Devices and in formation Management Functions – Languages – Low Level and High Level Computers and interpreters.

UNIT- III

Introduction – World Web Fundamentals; Getting connected – History of web and Internet – Cyberspace – Web Server Hardware, software: Typical software package – Installation Execution.

UNIT- IV

Data Representations within Computer – Bytes and words – Number Systems and Codes – HTML- Introduction – Using HTML – Structural, Character, Paragraph, List, Specific formatting.

UNIT- V

Basic concepts of Client Server – Upsizing – downsizing – Right Sizing – Characteristics – Groupware Transaction – Management Standard. Database connectivity solutions: ODBC – The need for database connectivity.

Reference Books:

1. Hendry F. Korth and Abraham Sileberscharz, (1991) Database System Concepts, McGraw Hill Inc.
2. Bipin C Desai, (1990) An Introduction to Database Systems, West Publ. Co.
3. Andrew S Tanenbaum, (1998) Computer Networks, 2nd Edition, Pearson Education.
4. R.Elmarsri and SB Navathe (2002) Fundamental of Databse Systems, Pearson Education, Redwood City.
5. Mark G. Simkin (1996) Introduction to Computer Information System @ for Buisness S. Chand & Co.

Karpagam University, Coimbatore – 641 021.

M.Phil/Ph.D – Management

Paper III Special Paper V :

PROJECT MANAGEMENT

(Effect from the academic year 2010 -2011 and onwards)

UNIT –I

The Nature and Purpose of Project Management: Definition Objectives, characteristics, importance, types, steps in identification of projects, Project Life cycle, Project Planning Project uncertainty, Management action, Investment returns and Corporate strategy

UNIT –II

Project Planning and Evaluation: Scope, Problem statements, Project goals, success criteria, assumptions and risk factors, approval process, strategic planning, Financial evaluation Evaluation & Uses of Hurdle rate, Cash flow for project appraisal, Investment analysis using capital budgeting, Project rating index.

UNIT –III

Project Implementation and Monitoring: Project Resource requirements, Types of resources, Project procurement, inventory Management, Project logistics, Network analysis: PERT, CPM & GERT – Resource Allocation and Resource Leveling. Managing Risk in Projects, Project audits, Project communication, Post project reviews.

UNIT –IV

Financing of Projects: Raising finance in domestic market and international market, Infrastructure financing, Tax planning while financing for projects, Managing strategic Change, Technical, Commercial, Financial and managerial, appraisal, Economic & Environmental appraisal, Social cost benefit analysis, Preparation of project report.

UNIT –V

Closing the Project: Types of project termination, Strategic implications, Project trouble, Termination strategies, evaluation of termination possibilities, termination procedures, human factors in project management., legal aspects in project management.

References:

1. Project Management – David I Cleland – Mcgraw Hill International, 1999.
2. Project management – Harry, Maylor – Pearson Publications.
3. “Gopalakrishnan”, Project Management, TMH, 2007.
4. H.R. Machiraju, Introduction to Project Finance, Vikas Publications, 2005.
5. Narendra singh, Project Management Control, 4th Revised edition, Himalaya Publishing House, 2007.
6. Prasanna Chandra”, Project Management, TMH, 2007
7. Chowdry”, Project Management, TMH 2007.
8. Clifford.F Gray, Erik W.Larson”, Project Management the Managerial Process, 3rd edition, McGrawHill, 2007.
