

ஸ்ரீ சாய் பாரத்

கலை மற்றும் அறிவியல் கல்லூரி

(கிறிஸ்தவர்களும்)
[தமிழ்நாடு அரசு அனுமதி பெற்றது. மதுரை காமராஜர் பல்கலைக்கழகத்துடன் இணைக்கப்பட்டது]

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தொலைபேசி : 04551-294433. செல் : 85080 60533, 85080 60522

Website : www.srisaibharathcollege.com; Email : ssbcas@gmail.com

M.Phil. Management Studies (Semester, Full time)

Question paper pattern will have 2 parts, namely, Part A, Part B

Part- A

Five question with internal choice from each, carrying six marks each ($5 \times 6 = 30$)

Part -B

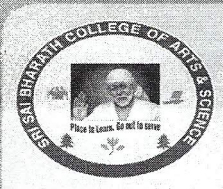
Three out of five questions, with questions from each unit, carrying 10 marks ($3 \times 10 = 30$)

SCHEME

1. The Programme will consist of two semesters.
2. In the I semester, there will be three papers, i.e., (1) Research Methodology-Theory, (2) Research Methodology-Statistics and (3) Research for Business Decisions (each 100 marks with 60 external and 40 internal).
3. In the II semester, the student has to do dissertation work (200 marks: Dissertation 150 and viva voce 50).
4. The last date for submission of dissertation is on or before 30th April.

QUALIFICATION FOR ADMISSION.

Candidates with 55% marks in Master's Degree in Business Management / Administration/ Bank Management/ Corporate Secretary ship/ International Business & E-Commerce/ Co. Operative Management/ PGDBM/PGDM Programmes (minimum 2 Years duration) recognized by AICTE/MHRD/UGC and declared equivalent to MBA by AICTE/AIU.



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RESEARCH METHODOLOGY - THEORY & TECHNIQUES

Unit I

Research: Meaning - Purpose - Types of Research - Significance of Research in Social and Business Sciences - Steps in Research: Identification, Selection and Formulation of research problems, Research Questions - Research Design - formulation of hypothesis - Review of Literature

Unit II

Sampling Technique: Sampling Theory - Types of sampling - Steps in sampling
Sampling and non sampling error - Sample size - Advantages and limitations of sampling -
Data for Research: Primary Data - Meaning - Collection Methods Observation - Interview -
Questionnaire - Schedule - Experimental and case studies Secondary data - Meaning
Relevance, limitations and cautions.

Unit III

Processing Data: Checking - Editing - Coding - Transcription and Tabulation Data
Analysis - Meaning and methods - Quantitative and Qualitative analysis Structuring the
Report: Chapter format - Pagination of tables and figures - Referencing - Documentation -
Use and format of appendices - Indexing.

Unit IV

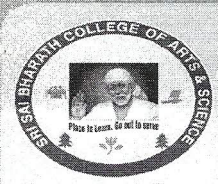
Research Report: Types of reports - Contents - Styles of reporting - Steps in drafting
reports - Editing the final draft - Evaluating the final draft.

Unit V

Statistics in Research: Specific applications of measures of central tendencies,
Dispersion, Skewness and Kurtosis in research.

Unit VI

Measures of Relationship: Correlation - Simple, partial and multiple Regression Simple
and multiple.



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Unit VII

Hypothesis Testing and Estimation: Fundamentals of hypothesis testing - Standard error - Point and interval estimates - Important non-parametric tests: Run, Kruskal Wallis.

Unit VIII

Parametric Tests: Testing significance mean, proportion, variance correlation Testing for significance of difference between means, proportion, variances and correlation coefficients.

Unit IX

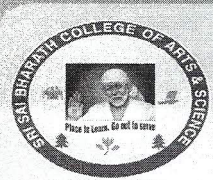
ANOVA and Chi-Square Tests: One-way and Two-way ANOVA - Chi-square test for association and goodness of fit.

Unit X

Measurement in Research: Measurement scales - Tests of good measurement - Construction of Likert and Semantic Differential scales - Sources of error measurement - Scale validation.

Books Recommended

1. Scientific Social Surveys and Research : Young Pauline V
2. Methods of Social Research : Goode and Hat
3. Research Methodology in Business : Rummel & Ballalne
4. Research Methods in Social Relation : Selltitz, et-al
5. Business Research Methods : Emory William C
6. Modern Business Stayistics : Ronold L Lman&WT Conov
7. Fundamentals of Statistics : S.C. Gupta
8. Statistics methods : S.P.Gupta
9. Research for Marketing Decisions : Green & Rull
10. Research Methodology Methods & Techniques : C.R.Kothari
1. Statistical Methods for Business and Economics: Patterson



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FUNCTIONAL BUSINESS DECISIONS

Unit I

Business Directions: Concept and process - Research as a decision support system
- Component business research dimensions - Environment research - Research on functional areas - Institutional research in the context of liberalization, privatization and globalization.

Unit II

Research for Marketing Decisions: 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 on advertisement copy - Research on media effectiveness - Research on consumer behaviour - Research on market segmentation - Research on export marketing - Research on marketing information system.

Unit III

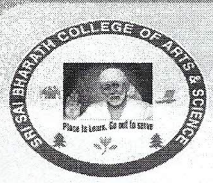
Research for Personnel Decisions: Research on effectiveness of different sources of recruitment and training - Research on leadership: Traits, Style and Effectiveness - Research on employee - Motivation, Absenteeism, Job satisfaction, Welfare measures, Quality of work life and Participation in management - Research on personnel information system. /

Unit IV

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

Unit V

Research for Capital Market Decisions: Research for Primary Market Trend and Determinant - Research on secondary market: Trend; Volatility and Determinant - Research on Performance of mutual funds - Research on investor behaviour and protection - Research on global capital market instruments and institutions - Research on capital market information system.



ஸ்ரீ சாய் யாரத்

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Unit VI

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.

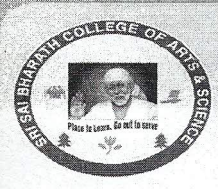
Unit VII

Research on Business Strategies: Strategic alliances and divorces - Mergers acquisitions - Disinvestments - Reorganizations - Reengineering - Corporate Governance - Ethics - Social responsibility.

Books Recommended

1. Fundamentals of Marketing
2. Marketing Management
3. Personnel Management
4. Industrial Relations
5. Financial Management /
6. Financial Management Analysis ----
7. International Finance ~
8. Organizational Behaviour
9. Strategic Management
10. Financial Management

William Stanton
Philip Kotler Edwin
& Flipp(Sharma,
AM Pandey, L M
Euchar, S C
Apte P G
Fred Luthans Shiv
Ramu
Prasanna Chandra



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CONTENTS

Emerging Trends issues
in management

Unit 1 : Emerging Trends in Marketing

- 1.1 Best Practices in Marketing of the Twenty-first Century
- 1.2 Customer - Relationship Management
- 1.3 Case - Studies of C.R.M.

Unit 2 : Best Practices in Marketing

- 2.1 Build your brands for Strategic Success
- 2.2. Designing and Managing Services

Unit 3 : Best Practices in Financial Management

- 3.1 Activity Based Costing
- 3.2 Corporate Governance - Evolution and practices in recent firms
- 3.3 Market Value Added!
- 3.4 Stock Markets, Factoring, Depository Services and Derivatives

Unit 4 : Best Practice in Operations Management

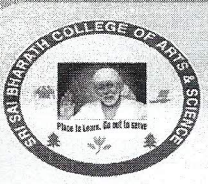
- 4.1 Total Quality Management
- 4.2 The Enigma of Six Sigma! Kaizen -
- 4.3 Continuous Improvement
- 4.4 Just-in- Time (J.T) Manufacturing and Waste Elimination

Unit 5 : Best Practices in Operations Management

- 5.1 ISO 9000 : Universal Standards of Quality
- 5.2 Bench Marking - Tales from the front
- 5.3 Advanced Techniques in Materials Management
- 5.4 The Background and Significance of Value-Engineering

Unit 6 : Best Practices in Human Resources Management

- 6.1 The Promise of HRM
- 6.2 Work to live or live to work 'achieving a work-life balance'
- 6.3 Human resources - profession - challenges and opportunities-in the post-organization paradigm
- 6.4 The HR Challenges of International Business



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Unit 7: Best Practice in Human Resources Management

- 7.1 Definition and Nature of Organisation Development
- 7.2 OD in the contest of Liberalisation.
- 7.3 Human Resources Accounting - Concepts, Postulates and Approaches The
- 7.4 Natureana-Scope of Human Engineering

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Unit 8 : Best Practices in Systems Management

- 8.1 The world of ERP
- 8.2 ERP - Implementation - Pains and gains - Application
- 8.3 ERP - Procedures and Road Map
- 8.4 Frequently asked questions on ERP
- 8.5 Finding out what Bio-informatics can do for you?

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Unit 9 : Best practices in Systems Management

- 9.1 Distributed Databases - An Overview
- 9.2 Internet! - what makes the Difference?
- 9.3 Internet Tools!
- 9.4 Why object oriented programmign in C++?

Unit 10 : Best Practices in Strategic Management

- 10.1 The ABC of Strategic Management
- 10.2 The Reality of Mergers and Acqui~itions
- 10.3 Knowledge Management
- 10.4 M & A - The challenge of Learning to Integrate 10.5 M
- & A - How many matches are made in Heaven? 10.6 Trust
- and Control in Strategic Alliances
- 10.7 Disinvestment
- 10.8 Best Practices in Re-engineering
- 10.9 The learning Focus
- 10.10 Business Ethics
- 10.11 Social Responsibility of Business
- Business must talk about its social role.
- 10.12 NGO Management
- 10.13 Emerging trends in Public- Management and Governance.