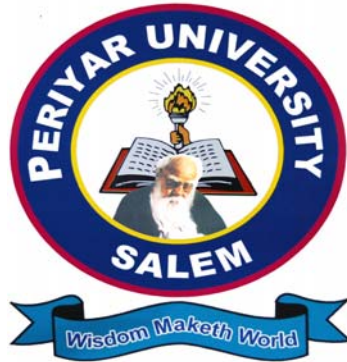


**PERIYAR UNIVERSITY  
PERIYAR PALKALAI NAGAR  
SALEM – 636 011**



**DEGREE OF MASTER OF PHILOSOPHY**

**CHOICE BASED CREDIT SYSTEM**

**SYLLABUS FOR M.PHIL. MANAGEMENT  
FULL TIME/PART TIME**

**FOR THE STUDENTS ADMITTED FROM THE**

**ACADEMIC YEAR 2012 – 2013 ONWARDS**

## FULL/PART – TIME

### 1. Eligibility

Candidates who have qualified for post graduate degree of this University or any other University recognized by the Syndicate as equivalent thereto shall be eligible to register for the Degree of Master of Philosophy (M.Phil) in their **respective subject** and undergo the prescribed course of study in an approved institution or department of this University.

Candidates who have qualified their postgraduate degree on or after **1<sup>st</sup> January 1991** shall be required to have obtained a **minimum of 55% of marks** in their respective postgraduate degrees (MBA, two year programme of PGDM, MBM, MLM, MTM, MIB, MFT, MFC, MISM) to become eligible to register for the Degree of Master of Philosophy and undergo the prescribed course of study in an approved institution or department of this University.

For the candidates belonging to SC/ST community and those who have qualified for the Master's degree before 01.01.1991 the minimum eligibility marks shall be 50% in their Master's Degree.

For **Part Time Candidates**, the following conditions apply:

- i) Teacher candidates working in the University Departments
- ii) Teacher candidates working in the affiliated colleges and whose qualifications are approved by the University
- iii) Teachers candidates working in Polytechnics approved by the Director of Technical Education or in Higher Secondary Schools or High Schools approved by the State Board or Central Board of Secondary Education or Educational Institutions of IAF (within Periyar University area) who possess a Master's Degree.
- iv) Executives working in corporate and reputed organizations having minimum 3 years of experience after post graduation, with 55% marks.

## **2. Duration:**

The duration of M.Phil course shall be 1 ½ years for full-time students and 2 years for part-time students.

## **3. Course of Study:**

The course of the study for the degree shall consist of (a) Part-I comprising three written papers according to the Syllabus prescribed from time to time; and (b) Part-II Dissertation.

Part-I shall consist of **Paper-I Advanced Research Methodology** and Paper-II **General Management**. There shall also be a third paper which shall be the background paper relating to the proposed research area.

## **4. Scheme of examinations:**

Part-I Written Examination: **Paper I, II & III**

The examination of papers I, II and III shall be held at the end of the year. The duration for each paper shall be **3 hours carrying a maximum of 100 marks**.

The research guide has to prepare the syllabus for paper III (i.e. background paper) and should also prepare two set of question paper and send the same to the controller of examination along with the syllabus. Examinations shall be conducted by the controller of examinations for all the three paper (including the guide paper).

## **Part-II Dissertation:**

The exact title of the Dissertation shall be intimated with in one month after the completion of the written examination. Candidates shall submit the Dissertation to the controller of examination through the **Supervisor and the Director/Principal** which shall be valued by internal examiner (supervisor) and one external examiner appointed by the University from a panel of four names sent by the Supervisor through the Director/Principal to the controller of examination at the time of submitting the dissertation. The viva voce examination shall be conducted in the department with the committee comprising of HOD, External Examiner and the Guide/Supervisor.

Submission or resubmission of the Dissertation will be allowed twice a year.

**The Full-Time candidates shall submit the dissertation six months after the Part I Examinations. The Part-Time candidates shall submit the dissertation 12 months after the Part I Examinations.**

#### **5. Passing Minimum:**

A candidate shall be declared to have passed Part-I of the examination, if he/she secures **not less than 50%** (i.e) 38 out of 75 marks.

There is no minimum requirement for continuous internal assessment. Putting together (University examination and continuous internal assessment), the candidate has to score a minimum of 50 out of 100 marks for a pass in the course.

#### **6. Restriction in number of chances:**

- i) No candidate shall be permitted to reappear for the written examination in any paper for more than **two occasions** or to resubmit a **Dissertation more than once**.
- ii) Candidates shall have to qualify for the degree passing all the written papers and dissertation within a **period of three years for Full-Time students and four years for Part-Time students from the date of admission into the course**.

- iii) The candidates has to fulfill the above conditions failing which the candidate has to re-register for the course.

#### **7. Award of Degree:**

No candidate shall be eligible for award of the M.Phil degree unless he/she is declared to have passed both the parts of the examination as per the regulations.

#### **8. Qualifications for persons guiding the M.Phil Course:**

No teacher shall be recognized as a Supervisor unless he possesses a Ph.D. degree or two years of PG teaching experience after qualifying for M.Phil degree and the guide ship must be approved by the Periyar University.

Only the postgraduate departments of affiliated colleges and departments of the University will be recognized for conducting the M.Phil course; provided however, the Syndicate shall have the power to decide any other institutions of higher learning/research within the University area for conducting the M.Phil course on merits.

#### **9. Evaluation**

The students will be evaluated for 100 marks in each subject of study as detailed below:

External Examination - 75 Marks

Internal Assessment - 25 Marks

The components of Internal Assessment for 25 Marks are:

Seminar / Assignment - 10 Marks

Test	-	10 Marks
Attendance	-	05 Marks
<b>Total</b>	-	<b>25 Marks</b>

#### 10. Question Paper Pattern

**Time:** 3 Hours

Max. Marks: 75

#### **Part A (5X5=25 Marks)**

All questions carry 5 marks each

1. (a) or (b)
2. (a) or (b)
3. (a) or (b)
4. (a) or (b)
5. (a) or (b)

#### **Part B (5X10=50 Marks)**

All questions carry 10 marks each

6. (a) or (b)
7. (a) or (b)
8. (a) or (b)
9. (a) or (b)

10. (a) or (b)

Subject Code	Subject Name	Marks		Credits
		IA	EA	

**11. M.Phil (Management) Credit Pattern**

**PART-I**

MPMGT01	Advanced Research Methodology	25	75	4
MPMGT02	General Management	25	75	4
MPMGT03	Research Area Paper	25	75	4

**PART-II**

Subject Code	Subject Name	Credits
MPMGT04	Dissertation and Viva Voce	12 (8 credits for dissertation and 4 credits for viva voce.)
<b>Total Credits</b>		<b>24</b>

**12. Marks for Part II will be awarded as follows:**

Dissertation - 100 Marks

Guide Internal - 50 Marks

Viva Voce Examination - 50 Marks (External – 25 Marks, Internal - 25 Marks)

**Total - 200 Marks**



## **MPMGT01 - Advanced Research Methodology**

### **Unit I:**

Meaning, objectives and scope of Research – Types of Research – Research Process – Research Design – Types of Designs – Problem Identification and Formulation – Hypothesis – Types and Formulation.

### **Unit II:**

Sampling – Sampling Design – Size and its estimation – Data Collection – Types and Sources – Tools for Data Collection – Questionnaire, Schedules – Data Collection Techniques – Survey Methods, Observation, Experimentation – Measurement and Scaling – Use of Scales in Statistical Analysis.

### **Unit III:**

Analyzing data using statistical methods – Testing of Hypothesis – Parametric Tests: ‘t’ test – ‘Z’ test – One way classification of ANOVA – Two way classification of ANOVA – ‘F’ test – Multivariate Statistical Tests – Factor Analysis – Cluster Analysis – Discriminant Functional Analysis.

### **Unit IV:**

Non-Parametric Tests: Rank, Sign, Mann Whitney ‘U’ test, Chi-square test – Regression Analysis – Correlation Analysis (Partial & Multiple) – Awareness of Software Packages and Application of Statistical Tools (SAS, SPSS).

### **Unit V:**

Interpretation and Report Writing: Meaning of Interpretation – Techniques – Precaution in Interpretation – Report Writing : Significance – Steps – Layout of Research Reports – Types of Reports – Oral Presentation – Mechanics of Writing a Research Report – Precautions for Writing Research Reports.

### **Reference Books**

1. Business Research Methods – Memory & Cooper
2. Research Methodology – Methods & Techniques, C.R.Kothari
3. Research Methodology in Commerce & Management – K.R.Rao
4. Methodology on Techniques of Social Research – Wilkinson & Bhandasken.

**Note: Question Paper should carry 60% weightage for Theory and 40% weightage for problems.**

## **MPMGT02 – General Management**

### **Unit I:**

Management – Nature and Scope – Elements and Levels of Management –Contributions of F.W.Taylor and Henri Fayol – Planning – Types of Plans – Steps in Planning – MBO and MBE. Organizing Process – Staffing Process – Directing and its Importance – Controlling Process.

### **Unit II:**

Operations Management – Meaning – Plant Location – Types of Plant Layout – Functions of Production – Planning and Control – Types of Production System – Inventory Control – EOQ Analysis – ABC Analysis – Materials Management – Objectives – Functions – Maintenance – Quality Control – Objectives – Importance – Work Study – JIT – Six Sigma – KANBAN

### **Unit III:**

Human Resource Management – Meaning – Objectives – Functions – Job Analysis – Recruitment – Sources of Recruitment – Training – Types of Training – Performance Appraisal – Definition and Process – Worker’s Participation in Management – Collective Bargaining.

### **Unit IV:**

Financial Management – Objectives – Financial Planning and Control – Break- even Analysis – Cash Management – Receivables Management – Working Capital and its Determinants – Sources of Short-term and Long-term Finance – Cost of Capital – Methods of Appraising Project – Profitability.

### **Unit V:**

Marketing Management – Core Concepts of Marketing – Marketing Functions – Market Segmentation – Targeting and Positioning – Factors influencing Buyer Behavior – Product Decisions – Product Life Cycle – New Product Development – Pricing Methods – Channels of Distribution – Promotional Mix.

**References:**

1. Principles and Practices of Management – L.M.Prasad – Sultan Chand & Sons.
2. Production and Operations Management – R.Panner Selvam – Prentice Hall of India.
3. Human Resource and Personnel Management – K.Aswathappa – Tata Mc.Graw Hill.
4. Financial Management – S.N.Maheswari – Sultan Chand & Sons.
5. Marketing Management – Philip Kotler – Prentice Hall of India
6. Financial Management – M.Pandey – Vikas Publishing House.

Note: The question paper shall carry 100% weightage for THEORY alone.