



# **PERIYAR UNIVERSITY**

**PERIYAR PALKALAI NAGAR**

**SALEM – 636011**

**DEGREE OF MASTER OF PHILOSOPHY  
CHOICE BASED CREDIT SYSTEM**

**SYLLABUS FOR  
M.PHIL. MANAGEMENT  
( SEMESTER PATTERN )**

**( For Candidates admitted in the Colleges affiliated to  
Periyar University from 2017-2018 onwards )**



## REGULATIONS

### FULL 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.

#### 2. DURATION OF THE COURSE

The duration of M.Phil course shall extend over a period of one year from the commencement of the course.

#### 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 conducted internally by the guide/supervisor.

**4. SCHEME OF EXAMINATIONS:**

<b>S.No.</b>	<b>PAPER</b>	<b>SUBJECT TITLE</b>	<b>CREDITS</b>
1.	Paper I	Advanced Research Methodology	4
2.	Paper II	Functional Management	4
3.	Paper III	Guide Paper	4
4.	Paper IV	Dissertation and Viva Voce	12
	<b>Total</b>		<b>24</b>

**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.

Paper-III examination will be conducted by the Department and the marks obtained by the candidate along with the question paper and valued answer scripts shall be sent to the University atleast 15 days before the commencement of the examinations of paper I and II.

**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 University through the Supervisor and the Director by the end of the year 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 at the time of submitting the dissertation.

The dissertation will be evaluated by the internal and external examiner for 200 marks (150 marks for Dissertation and 50 marks for Viva Voce).Submission or resubmission of the Dissertation will be allowed twice a year.

**5. PASSING MINIMUM:**

A candidate shall be declared to have passed Part-I of the examination, if he/she secures not less than 50% of the marks in each paper including Paper-III for which examination is conducted internally.

A candidate shall be declared to have passed Part-II of the examination if his/her dissertation is awarded atleast 50% marks.

All other candidates shall be declared to have failed in the examination.

**6. RESTRICTION IN NUMBER OF CHANCES:**

No candidate shall be permitted to reappear for the written examination in any paper on more than two occasions or to resubmit a Dissertation more than once. Candidates shall have to qualify for the degree passing all the written papers and dissertation within a period of three years from the date of commencement of the course.

**7. CONFORMATION OF DEGREE:**

No candidate shall be eligible for conformation 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 SUPERVISOR / GUIDE FOR 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.

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

**PART-TIME****9. ELIGIBILITY:**

- 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) Teacher 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. For the Master's Degree qualified prior to 01.01.1991, no minimum marks is prescribed; but on or after 01.01.1991, a minimum of 55% of the marks is prescribed, provided that for the candidates belonging to SC/ST, community a concession of 5% marks will be given in the minimum eligibility marks prescribed.

- iv) Executives working in corporate and reputed organizations having minimum 3 years of experience after post graduation, with 55% marks.

**10. DURATION:**

The course of study shall extend over a period of two years from the commencement of the course. The examination for Part-I shall be taken at the end of the first year and Part-II Dissertation at the end of the second year.

**11.** The Regulations governing the full-time M.Phil. course with regard to course of study, scheme of examinations, passing minimum, etc and qualifications of guide conducting the M.Phil. course shall apply to part-time candidates also.

**12. RESTRICTION IN NUMBER OF CHANCES:**

No candidates shall be permitted to reappear for the written examination in any paper on more than two occasions or to resubmit a Dissertation more than once.

Candidates shall have to qualify for the degree passing all the written papers and dissertation within a period of four years from the date of commencement of the course.

**13. 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:

Test	-	15 Marks
Seminar	-	05 Marks
Assignment/Quiz	-	05 Marks
<b>Total</b>	-	<b>25 Marks</b>

**14. 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)

**15. M.PHIL (MANAGEMENT) CREDIT PATTERN**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Credits</b>
Paper I	Advanced Research Methodology	4
Paper II	Functional Management	4
Paper III	Research Area Paper	4
Paper IV	Dissertation and Viva Voce	12
<b>Total Credit</b>		<b>24</b>

## M.PHIL. MANAGEMENT

### PART - I

#### PAPER - I 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 sTechniques of Social Research – Wilkinson & Bhandasken.



## **M.PHIL. MANAGEMENT**

### **PART - I**

#### **PAPER - II - FUNCTIONAL 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 – Sources of Short-term and Long-term Finance – 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.

## M.PHIL. MANAGEMENT

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### **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.
7. Financial Management –Dr. V.R Palanivel ,S.Chands Company Ltd.

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