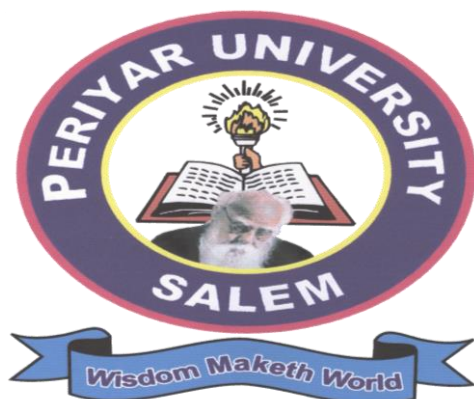


PERIYAR UNIVERSITY

SALEM – 636 011.



M.Phil - Management

Master of Philosophy

[Choice Based Credit System (CBCS)]

SYLLABUS

For the Candidates Admitted to M.Phil Programme of University
Department from 2017 – 2018 onwards

Degree of Master of Philosophy (M.Phil)

Regulations Full-Time

1. Eligibility

Candidates who have qualified for post graduate degree of this University or any other Universities recognized by the Syndicate as equivalent there to 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 post graduate degree on or after 1st January 1991 shall be required to have obtained a minimum of 55% of marks in their respective post graduate 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

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 propose research area conducted internally by the guide/supervisor.

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.

Paper-III examination will be conducted by the Departments and the marks obtained by the candidate along with the question paper and valued answer scripts shall be sent to the University at least 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 at the end of the year from the commencement of the course 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 examinations, if he/she secures not less than 50% of the marks in each paper including Paper-III for which examination is conducted internally.

A candidates 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 is any paper on more than two occasions or to resubmit a Dissertation more than once. Candidate 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 conformed of the M.Phil degree unless he/she is declared to have passed both the parts of the examination as per the regulations.

8. Qualification for persons conducting 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.

Only the postgraduate departments of affiliated colleges and departments of 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:

Model Exam	-	10 Marks
Mid Term Test	-	05 Marks
Seminar	-	05 Marks
Assignment/Quiz	-	05 Marks
Total	-	25 Marks

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)

10. M.Phil (Management) Subject Code

Subject Code	Subject Name
1. 17MPMGT01	- Advanced Research Methodology
2. 17MPMGT02	- General Management
3. 17MPMGT03	- Research Area Paper
4. 17MPMGT04	- Dissertation and Vive Voce

17MPMGT01 – Advanced Research Methodology

Unit I:

Basics of Research: Research Meaning, Scope and Objectives – Types of Research – Research Vs. Research Methodology – Hypothesis – Types of Hypothesis - Research Process - Relevance of Research for Decision Making in Various Functional Areas of Management.

Unit II:

Problem Definition– Techniques - Formulation of Research Hypothesis - Choosing the Appropriate Research Design – Types - Sampling Design – Techniques - Steps – Sample Size Determination - Precautions – Errors.

Unit III:

Measurement and Scaling Techniques - Data Collection - Primary Data and Secondary Data – Methods of Collection – Questionnaire Design – Essentials of a Good Questionnaire – Pre Testing a Questionnaire – Pilot Study – Merits and Demerits of Questionnaire – Use of Schedules – Structured and Unstructured Interviews – Observation Method.

Unit IV:

Processing and Analysis of Data: Editing – Types of Editing – Guidelines for Editing - Coding – Classifications – Tabulation – Need, Nature and Guidelines – Ungrouped and Grouped Frequency Tables, Charts and Diagrams – Use of Computer Packages for Data Analysis – Application of Statistical Tests and Interpretation of Test of Results (Only Theory – No Problems) – Selection of Suitable tests (Based on HR, Marketing, Finance and other Functional Areas).

Unit V:

Conceptual Framework – Review of Literature – Guidelines – Database sources – References and Citations – Styles – Article writing & Publications – Plagiarism Checking – Need and importance – Software Packages for Plagiarism Check.

Presentation of Research Results - Organizing a Research Report - The Significance Report – Steps in Writing Report - The Integral Parts of a Report – Types of Reports – Precautions for Writing Research Reports.

Text Book:

1. C.R.Kothari, Research Methodology, New Age International Publishers, New Delhi.

Reference Books:

1. Good & Hatt, Research Methods in Social Science
2. E.Mory & Cooper, Business Research Methods
3. K.V.Rao, Research Methods for Commerce and Management
4. Dr. A.Vinayagamorthy, Business Research Methods, Vaishali Publications

17MPMGT02 – 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 – 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.

Reference Books:

1. L.M.Prasad, Principles and Practices of Management, Sultan Chand & Sons.
2. R.Panner Selvam, Production and Operations Management, Prentice Hall of India.
3. K.Aswathappa, Human Resource and Personal Management, Tata Mc.Graw Hill.
4. Dr.V.R.Palanivelu, Financial Management, S.Chand & Sons, NewDelhi.