SRI MEENAKSHI GOVRNMENT ARTS COLLEGE FOR WOMEN(A), MADURAI –2.

DEPARTMENT OF BUSINESS ADMINISTRATION

SYLLABUS - M. Phil -Management

(For the scholars admitted from the academic year 2021 - 2022)

SRI MEENAKSHI GOVT ARTS COLLEGE FOR WOMEN (A), MADURAI – 02

DEPARMENT NAME: BUSINESS ADMINISTRATION

INTRODUCTION

MBA Program of Sri Meenakshi Govt. Arts College for Women (A) was initiated in the year 2004 with broad vision to impart management knowledge by continuous updating of syllabi and interaction with corporate for enhancing employability among rural women students. The program is supported with effort by an effective and efficient team of well qualified and dedicated faculty. The quality of management program is enhanced with good infrastructure and other amenities like well equipped library, computer lab and class rooms with smart board and LCD projector. In the year 2013, M.Phil in Management was also started to enhance the research skills among Management students. In 2017, the under graduate programme BBA was also introduced in the department.

COURSES OFFERED:

- **UG COURSE: BBA**
- **PG COURSE: MBA**
- **RESEARCH: M.Phil (Management)**

VISION
To develop competent, socially responsible Executives and Entrepreneurs to the competitive world.

MISSION
To prepare innovative and ethical leaders who understand the impact of business on society and create value for the world.

ELIGIBILITY FOR M.Phil ADMISSION
- MBA degree with 55 % Marks (50 % in the case of candidates belonging to reserved category) and admission is through Entrance Test (50%) followed by a Personal Interview(50%) .
- 50% marks in Entrance Test will be eligible to appear for Personal Interview and 50% of marks in Personal interview will be eligible to get admission into M.Phil Programme.

DURATION: Full Time M.Phil Programme consists of 2 semesters in one Academic year.

SRI MEENAKSHI GOVERNMENT ARTS COLLEGE FOR WOMEN(A), MADURAI –2.

DEPARTMENT OF BUSINESS ADMINISTRATION
M. Phil. Management

COURSE STRUCTURE

Sem	Paper	Code	Title of the Paper	Marks			Exam Hours	Credit
				Internal	External	Total		
I	Paper 1	MPBA1	Business Research Methods	40	60	100	3	5
	Paper 2	MPBA2	Contemporary Issues in Management	40	60	100	3	5
	Paper 3	MPBE1	**Elective Paper (Any One)** 1. Strategic Human Resource Management	40	60	100	3	5
		MPBE2	2. Marketing Research					
		MPBE3	3. Advanced Financial Management					
		MPBE4	4. Functional Management Decisions					
II	Dissertation		Dissertation & Viva – voce	25	75	100		21
			Total	145	255	400		36

PROGRAMME OUTCOMES:

On successful completion of this programme the scholar will be able to

PO1: Acquaint knowledge and develop skills to analyse problems in Functional areas of management.

PO2:Demonstrate HRM Concepts and Strategies in relevant to emerging issues in industry.

PO3:Develop an understanding the practical knowledge in relevant to Marketing Functions in the current scenario.

PO4:Gain analytical knowledge of Financial Management.

PO5:Gain and empower knowledge on research.

PROGRAMME SPECIFIC OUTCOMES (PSOs): M.Phil Programme

After Completing the Coursework of M.Phil , the scholars will be able to :

PSO1: Produce their dissertations successfully by following correct methodologies.

PSO2: Design and present Research papers from the plethora of information derived from emerging areas of Management.

PSO3: Contribute towards providing quality research in Business Management.

PSO4:Provide expertise and training in Functional areas of Management.

PSO5:Become Research analyst, Professor and Teacher in Management Science.

Programme : M.Phil- Management
Semester : I
Sub. Code : MPBA1

Part III : Core
Hours   : 6 P/W 90 Hrs P/S
Credits : 5

TITLE OF THE PAPER: BUSINESS RESEARCH METHODS

Pedagogy	**Hours**	**Lecture**	**Peer Teaching**	**GD/ Videos/Tutorial**	**ICT**
	5	3	1	1	1

PREAMBLE: To enable the scholars in developing the most appropriate methodology for their research and to make them familiar with the art of using different research methods and techniques.

COURSE OUTCOME At the end of the Semester, the Scholars will be able to	**Unit**	**Hrs P/S**
Unit-I CO1: Apprehend the knowledge of basic nature and purpose of research ,research design and its advantages to business.	I	15
Unit-IICO2 : To be able to understand the role of hypothesis and testing of hypothesis in the process of research and to comprehend the knowledge of scaling techniques.	II	20
Unit-III CO3 : To be able to collect primary source of data and purpose of sampling and sampling techniques in the process of research design, to be able to understand as how to do data processing and usage of SPSS in the analysis of data.	III	20
Unit-IV CO4: To be familiar with all statistical tools.	IV	20
Unit-V CO5 : To be able to write a report of research.	V	15

SYLLABUS

Unit I
Research: Meaning Scope and Significance - Characteristics of Good Research- Types of Research - Research Process - Research Design: Features of good research design –Need - Types of research design - Review of Literature.

Unit II
Hypothesis: Meaning - Sources - Types - Hypothesis formulation - Qualitative Research and Quantitative Research - Measurement: Meaning - Need - Errors in Measurement - Test of Sound Measurement - Scaling Techniques: Meaning - Construction techniques.

Unit III
Sampling design: Meaning - Concepts - Steps in Sampling - Criteria for Good Sample Design - Types of Sample Designs - Probability and Non-Probability Samples - Sample Size Determination – Sampling error - Data collection: Types of Data - Sources - Tools for Data Collection - Constructing

Questionnaire - Reliability and Validity - Pilot Study - Data Pre-Processing: Coding and Editing - Data analysis : Exploratory, Descriptive and Inferential Analysis. Basics of SPSS.

Unit IV
Test of Significance: Assumptions about Parametric and Non-Parametric Tests. How to select a test - Parametric Test - t test, F test and Z test - Non Parametric Test - U Test, Kruskal Wallis, Sign test-Correlation and Regression analysis – Chi square Tests – ANOVA-Exposure to Research Software tools-AMOS-EVS&R.

Unit V
Interpretation; Meaning – Techniques of Interpretation - Report Writing:- Significance - Steps in Report Writing - Types of Reports- Layout of Report - Executive Summary - Precautions for Writing Report - Norms for using Tables, Charts And Diagrams Appendix:- Norms for using Index and Bibliography.

References

1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata McGraw Hill,   12th Edition, 2013.
2. Naresh K. Malhotra, Marketing Research: An Applied Orientation, Pearson Education, 7th Edition, 2016.
3. Rao K.V, Research Methods for Management and Commerce, Sterling Publishers, 2012.
4. Uma Sekaran, Research Methods for Business, Wiley India Publications, 6th Edition, 2015.
6. Research Methodology, Kothari. C. R. III edition, New Age International Publishers, 2014.
7. SPSS for you – A. Rajathi, P.Chandran, MJP Publishers, kindle edition.
8. A hand book on SPSS for Research work – Anil Kumar Mishra, Himalaya Publishing House, 2014.
9. Business Data Analysis using excel – David Whigham, Oxford University Press, 2007.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Research: Meaning Scope and Significance - Characteristics of Good Research- Types of Research - Research Process.	10	Lecture & ICT
	Research Design: Features of good research design –Need - Types of research design - Review of Literature.	5	Lecture & ICT
UNIT II	Hypothesis: Meaning - Sources - Types - Hypothesis formulation - Qualitative Research and Quantitative Research .	10	Lecture & ICT
	Measurement: Meaning - Need - Errors in Measurement - Test of Sound Measurement -	10	Lecture & ICT

	Scaling Techniques: Meaning - Construction techniques.		
UNIT III	Sampling design: Meaning - Concepts - Steps in Sampling - Criteria for Good Sample Design - Types of Sample Designs - Probability and Non-Probability Samples - Sample Size Determination – Sampling error.	7	Lecture & ICT
	Data collection: Types of Data - Sources - Tools for Data Collection - Constructing Questionnaire - Reliability and Validity - Pilot Study - Data Pre-Processing: Coding and Editing .	7	Lecture & ICT
	Data analysis : Exploratory, Descriptive and Inferential Analysis. Basics of SPSS.	6	Lecture , Videos & ICT
UNIT IV	Test of Significance: Assumptions about Parametric and Non-Parametric Tests. How to select a test - Parametric Test - t test, F test and Z test.	10	Lecture , Peer Training & ICT
	Non Parametric Test - U Test, Kruskal Wallis, Sign test- Correlation and Regression analysis – Chi square Tests – ANOVA.	5	Lecture , Peer Training & ICT
	Exposure to Research Software tools-AMOS-EVS&R.	5	Lecture , Peer Training & ICT
UNIT V	Interpretation; Meaning – Techniques of Interpretation - Report Writing:- Significance - Steps in Report Writing - Types of Reports.	10	Lecture & ICT
	Layout of Report - Executive Summary - Precautions for Writing Report - Norms for using Tables, Charts And Diagrams Appendix:- Norms for using Index and Bibliography.	5	Lecture & ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	4	4	3	3	3	3	3.4
CO2	4	3	3	3	3	4	3	3	3	4	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.3

Result: The Score for this Course is 3.3 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value

Mean Score of COs = ------------------------

Total No. of Pos & PSOs

Total of Mean Score

Mean Overall Score of COs =------------------------

Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.D.Maria Pon Reka   Department of Business Administration

Programme : MPhil	Part III: Core
Semester : I	Hours : 6 P/W 90 Hrs P/S
Sub. Code : MPBA2	Credits : 5

TITLE OF THE PAPER: CONTEMPORARY ISSUES IN MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	2	1	1	2

PREAMBLE: To build an insight in to the ideas, concepts, and theories from various functional areas such as Economics, Organizational Behavior, Production, Strategic Management, and the trends in IT.

COURSE OUTCOME At the end of the Semester, the Scholars will be able to	Unit	Hrs P/S
UNIT-1 CO1: Apprehend the knowledge of organizational behavior, Perception, Attitude, Learning, Motivation, Leadership, Group dynamics and organizational Development.	I	20
UNIT-1 CO2: Analyse the applications of managerial economics, Pricing and macro economics	II	15
UNIT-1 CO3:.Apply planning and Control Techniques, Demand Forecasting methods, Statistical quality control.	III	15
UNIT-1 CO4: Understand the components of corporate Strategy and Competitive strategy, Industry analysis.	IV	20
UNIT-1 CO5: Understand the Business ethics, Corporate Social Responsibility, Corporate Governance and Applications of Information Systems in Managerial Decisions.	V	20

SYLLABUS

Unit I
The concept and significance of organizational behavior – theories of organizational structure – organizational design. Understanding and managing individual behaviour – Personality – Perception – Values – Attitudes – Leaning – Motivation. Understanding and managing group behavior – Interpersonal and group dynamics – Communication – leadership – Managing change – Managing conflicts. Organisational development.

Unit II
Managerial Economics – Demand Analysis, Production Function, Cost –output relations, Market structure, pricing theories, Macro – economics, National Income concepts, Infrastructure – Management and Policy.

Unit III

Role and scope of production management: Facility location: Layout planning and analysis; Production planning and control – production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control.

Unit IV

Concept of corporate strategy; components of strategy formation; Ansoff's growth vector, BCG Model, Porter's generic strategies; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; strategies in industry evolution, fragmentation, maturity and decline; Competitive strategy and corporate strategy.

Unit V

Ethics in business, Social Responsibility of Business, Corporate Governance. Use of computers in Managerial applications; Technology issues and Data processing in organisations; Information systems: MIS and Decision making, System analysis and design; Trends in Information Technology; Internet and internet based applications.

References

1. Organization Behaviour, Fred Luthans MC Graw Hill EDU (15th Edition)

2. Organization Behaviour, L M Prasad sultan Chand & Sons, 3rd Edition

3. Organisation Behaviour, K.Aswathappa Himalaya Publishing House (12th Revised Edition)

4. Managerial Economics, M.L Jhingan J.k Stephen, Vrindha Publication (p) Ltd, 2nd Edition.

5. Managerial Economics, S.Sankaran Margham Publication

6. Managerial Economic, R.L Varshney & K.L.Maheswari sultan Chand & Sons (19th Edition)

7. Production & Operations Analysis, Steven Nahmir (3rd Edition) McGraw Hill International Edition

8. Production & Operation Management, K.Aswathappa & K.Shridara Bhat Himalaya Publishing House

9. Strategic Management & Business Policy, Azhar Kazmi McGraw Hill Education (India) Pvt.Ltd, (3rd Edition)

10. Marketing Strategy, A.Nag (3rd Edition) MacMillian

11. Business Environment (Text & Cases), Francis Cherunilam (17th Edition) Himalaya Publishing House

12. Essentials of Business Environment (Text , Cases & Exercises) – K.Aswathappa (12th Edition) Himalaya Publishing House.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	The concept and significance of organizational behavior – theories of organizational structure – organizational design. Understanding and managing individual behaviour –	10	Lecture &ICT

	Personality – Perception – Values – Attitudes – Leaning – Motivation.		
	Understanding and managing group behavior – Interpersonal and group dynamics – Communication – leadership – Managing change – Managing conflicts. Organisational development.	10	Lecture
UNIT II	Managerial Economics – Demand Analysis, Production Function, Cost –output relations,	7	Lecture
	Market structure, pricing theories, Macro – economics, National Income concepts, Infrastructure – Management and Policy.	8	Lecture
UNIT III	Role and scope of production management: Facility location: Layout planning and analysis; Production planning and control – production process analysis;	7	Lecture and ICT
	Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control.	8	Lecture and ICT
UNIT IV	Concept of corporate strategy; components of strategy formation; Ansoff's growth vector, BCG Model, Porter's generic strategies	12	Lecture and ICT
	Competitor analysis; Strategic dimensions and group mapping; Industry analysis; strategies in industry evolution, fragmentation, maturity and decline; Competitive strategy and corporate strategy.	8	Lecture
UNIT V	Ethics in business, Social Responsibility of Business, Corporate Governance.Use of computers in Managerial applications; Technology issues and Data processing in organisations;	12	Lecture
	Information systems: MIS and Decision making, System analysis and design; Trends in Information	8	Lecture &ICT

	Technology; Internet and internet based applications.		

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	3	3.4
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	3	4	3	3	4	3	3	3	4	4	3.4
CO4	4	2	4	3	4	4	3	3	3	4	3.4
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.38

Result: The Score for this Course is 3.38 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value Mean Score of COs = ----------------------- Total No. of Pos & PSOs	Total of Mean Score Mean Overall Score of COs =----------------------- Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.A.Duraikannan, Department of Business Administration.

Programme : MPhil	Part III: Elective-1
Semester : I	Hours : 6 P/W 90 Hrs P/S
Sub. Code : MPBE1	Credits : 5

TITLE OF THE PAPER: STRATEGIC HUMAN RESOURCE MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	6	2	1	1	2

PREAMBLE: To equip the scholars to link with the strategic objectives of the organization with the staffing function and to ensure the organization's workforce capability to meet future needs. To build the scholars to enrich their knowledge in SHRM.

COURSE OUTCOME At the end of the Semester, the Scholars will be able to	Unit	Hrs P/S
UNIT-1 CO1: To enable the Scholars apprehend the knowledge of Strategic Human Resource Management, Strategy Formulation and Implementation and Environmental Scanning.	I	20
UNIT-1 CO2: To be able to understand the Human Resource Planning, Job analysis, Recruitment and Selection Strategies Compensation Management.	II	20
UNIT-1 CO3: To be able to understand the Methods of Training and Development and Organizational Change and Development.	III	15
UNIT-1 CO4: To be able to understand the Performance Appraisal And Management strategies, Balanced Score Card in HRM , Career planning and Development.	IV	15
UNIT-1 CO5: To be able to understand the Global HR system, Challenges and issues in SHRM, managing outsourcing activities and changing employee expectations.	V	20
SYLLABUS		

Unit I
Strategic Human Resource Management: Nature of strategies and strategic Management process; Environmental Scanning, Strategy formulation, Strategy implementation, Strategy evaluation, Importance of Strategic Management, Role of HRM in Strategic Management- SHR philosophy.

Unit II
Human resource planning- Job Analysis & design- recruitment & selection - IT enabled recruitment & Selection practices - Placement and induction - Compensation Management Methods and recent trends in Compensation Management.

Unit III
Training and development, Needs assessment, Methods of Training and Development, Managing Organizational Change and Development, Evaluating training effectiveness.

Unit IV
Performance Appraisal and Management, Steps in performance appraisal, Types of Appraisal, Interviews, 360 Degree Feedback, Balanced Score Card, Career Planning and Development: Factors Affecting Career Choices, Responsibilities of Employers/Manager, Career Counseling-Designing Career Development System, Employee Counseling.

Unit V
Global perspective of SHRM, Managing International HR activities: Implementation of Global HR System, Staffing the Global Organization, Improving productivity through HRIS, Major Issues and challenges of SHRM: Outsourcing HR activities, Balancing work and life, Managing cross cultural diversity, Changing demographics of work force and changed employee expectations.

References
1. Srinivas & R. Kandula, Strategic Human Resource Development, PHI Publication, 2004
2. K.Aswathappa, Human Resources & Personnel Management, McGraw Hill Publication, 6th Edition.
3. S.Seetharam & B.Venkateshwara Prasad, Human Resources Management, SCITECH Pub (INDIA), 2015
4. Stone, Human Resources Management, John Wiley & Sons, 4th revised Edition
5. Gary Desseler, Human Resources Management, PHI Publication, 12th Edition, 2011

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Strategic Human Resource Management: Nature of strategies and strategic Management process; Environmental Scanning,	10	Lecture &ICT
	Strategy formulation, Strategy implementation, Strategy evaluation, Importance of Strategic Management, Role of HRM in Strategic Management- SHR philosophy.	10	Lecture
UNIT II	Human resource planning- Job Analysis & design- recruitment & selection - IT enabled recruitment & Selection practices -	10	Lecture & GD

	Placement and induction - Compensation Management Methods and recent trends in Compensation Management.	10	Lecture
UNIT III	Training and development, Needs assessment, Methods of Training and Development,	9	Lecture and ICT
	Managing Organizational Change and Development, Evaluating training effectiveness.	6	Lecture and ICT
UNIT IV	Performance Appraisal and Management, Steps in performance appraisal, Types of Appraisal, Interviews, 360 Degree Feedback, Balanced Score Card .	8	Lecture and ICT
	Career Planning and Development: Factors Affecting Career Choices, Responsibilities of Employers/Manager, Career Counseling-Designing Career Development System, Employee Counseling.	7	ICT
UNIT V	Global perspective of SHRM, Managing International HR activities: Implementation of Global HR System, Staffing the Global Organization, Improving productivity through HRIS	10	ICT
	Major Issues and challenges of SHRM: Outsourcing HR activities, Balancing work and life, Managing cross cultural diversity, Changing demographics of work force and changed employee expectations.	10	Lecture

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	3	3.4
CO2	3	2	3	3	4	4	4	3	4	4	3.4
CO3	2	4	2	3	4	4	3	4	4	4	3.4
CO4	4	2	4	3	4	4	3	3	3	4	3.4
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.42

Result: The Score for this Course is 3.42 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
UNDERSTANDING		30%		30%	
APPLY		20%		20%	

Total of Value
Mean Score of COs = ------------------------
Total No. of Pos & PSOs

Total of Mean Score
Mean Overall Score of COs =------------------------
Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%

Course Designer: Dr.A.Duraikannan, Department of Business Administration.

Programme : MPhil	Part III: Elective-2
Semester : I	Hours : 6 P/W 90 Hrs P/S
Sub. Code : MPBE2	Credits : 5

TITLE OF THE PAPER: MARKETING RESEARCH

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	6	2	1	1	2

PREAMBLE: To study current marketing research opportunities for suitable market actions. To determine the dimensions of the marketing research, facilitate evaluation of the alternative solutions of different research problems and help in the selection of a right course of action.

COURSE OUTCOME At the end of the Semester, the Scholars will be able to	Unit	Hrs P/S
UNIT-1 CO1 : Explain how to measure the qualitative aspects in consumer research and formulate action plan for customer retention.	I	15
UNIT-1 CO2: Discuss the possible ways to carry out a market research and hence to predict the sales and analyze the competitor.	II	20
UNIT-1 CO3: Compare the available products in the market, revise the existing product specification and price through product research.	III	15
UNIT-1 CO4: Compile distribution research and retail research and plan for store design and layout.	IV	20
UNIT-1 CO5: Explain the benefits of communication research and media research and identify the effects of advertising, sales promotion and public relations.	V	20

SYLLABUS

Unit I

Consumer Research - Analysing consumer behavior, Profiling, Measuring consumer attitudes, Motivation Research, Measuring the influence of Family, Reference Groups, Opinion leaders, Social class and Culture on consumer behavior; Measuring customer satisfaction, Customer Relationship Management and Customer loyalty.

Unit II

Market Research : Market potential analysis, Measuring marketing productivity - Sales analysis, Marketing metrics, Marketing mix modeling; Measuring Brand equity, Customer Based Brand Equity (CBBE), Brand loyalty: Competitor analysis.

Unit III

Product research : Developing product specifications Data gathering techniques, Self reporting models, Conjoint analysis; Product testing Paired comparison test; Test marketing methods, Pricing research - Skimming and Penetration pricing research, Measurement of price sensitivity.

Unit IV

Distribution research - Study of channel members activities, attitude and performance. Retail Research - Consumer shopping behavior, Retail Models, Trading area analysis, Store design and layout evaluation, Merchandise evaluation, Supply chain and logistics issues, Retail branding, Pricing and Customer service strategies, Measurement of retail image, Store loyalty.

Unit V

Marketing communication research: Copy research - Adverting appeals, before and after tests; Media research, Audience measurement, Measuring the effectiveness of Advertising, Sales promotion, Public relations, Personal selling and Direct marketing.

References :

1. Kinnear and Taylor, Marketing Research Applied approach, Mc. Graw Hill International, 5th revised Edition
2. Boyd, Westfall and Starch, Marketing Research, All India Traveller Book seller.
3. Aaker, Kumar and Day, Marketing Research, John Wiley and Sons Inc, 9th revised Edition
4. Naresh K. Malhotra, Marketing Research, Pearson Education, 6th Edition
5. George E. Belch and Michael A. Belch, Advertising and Promotion, Tata Mc. Graw Hill, 9th Edition.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Consumer Research - Analysing consumer behavior, Profiling, Measuring consumer attitudes, Motivation Research,	7	Lecture &ICT
	Measuring the influence of Family, Reference Groups, Opinion leaders, Social class and Culture on consumer behavior; Measuring customer satisfaction, Customer Relationship Management and Customer loyalty.	8	Lecture
UNIT II	Market Research : Market potential analysis, Measuring marketing	10	Lecture & GD

	productivity - Sales analysis, Marketing metrics,.		
	Marketing mix modeling; Measuring Brand equity, Customer Based Brand Equity (CBBE), Brand loyalty: Competitor analysis	10	Lecture
UNIT III	Product research : Developing product specifications Data gathering techniques, Self reporting models, Conjoint analysis;	9	Lecture and ICT
	Product testing Paired comparison test; Test marketing methods, Pricing research - Skimming and Penetration pricing research, Measurement of price sensitivity.	6	Lecture & ICT
UNIT IV	Distribution research - Study of channel members activities, attitude and performance. Retail Research - Consumer shopping behavior,.	8	Lecture
	Retail Models, Trading area analysis, Store design and layout evaluation, Merchandise evaluation, Supply chain and logistics issues, Retail branding, Pricing and Customer service strategies, Measurement of retail image, Store loyalty	12	Lecture &ICT
UNIT V	Marketing communication research: Copy research - Adverting appeals, before and after tests; Media research, Audience measurement,	10	Lecture &ICT
	Measuring the effectiveness of Advertising, Sales promotion, Public relations, Personal selling and Direct marketing.	10	Lecture

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	3	3.4
CO2	4	2	4	4	4	4	4	3	4	4	3.4
CO3	4	4	2	3	4	4	4	4	4	4	3.7
CO4	4	2	4	3	4	4	3	3	3	4	3.4
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.54

Result: The Score for this Course is 3.54 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value

Mean Score of COs = -----------------------

Total No. of Pos & PSOs

Total of Mean Score

Mean Overall Score of COs =-----------------------

Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.P.R.Shini Department of Business Administration.

Programme : M.Phil- Management	Part III: Elective-3
Semester : I	Hours : 6 P/W 90 Hrs P/S
Sub. Code : MPBE3	Credits : 5

TITLE OF THE PAPER: ADVANCED FINANCIAL MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	5	3	1	1	1

PREAMBLE: To study and apply the advanced knowledge of financial information relating to a number of key concepts regarding fund raising and capital structure in a variety of business context and its impact. To articulate a clear understanding of the ethical issues relevant to the financial management of a business.

COURSE OUTCOME At the end of the Semester, the Scholar will be able to	Unit	Hrs P/S
Unit-I CO1:Gain knowledge and skills in corporate finance with reference to the topics of capital structure, Cost of Capital.	I	15
Unit-II CO2:Do fundamental and technical analysis.	II	20
Unit-III CO3: Apprehend the knowledge on working capital management .	III	20
Unit-IV CO4:Understand the different perspectives of corporate restructuring. (Mergers & Acquisitions, Leveraged Buyouts, Spin- Offs)	IV	20
Unit-V CO5:Use the financial tools like ROI, ROE, EVA, MVA, Balanced Scorecard.	V	15

<div align="center">SYLLABUS</div>

Unit I
Financial management - Shareholder value Analysis- Decisions in Financial Management -Capital Structure decisions- Factors influencing Capital Structure- Importance of Capital Structure- Theories of Capital Structure- Capital Structure Planning: Role of EBIT-EPS Analysis- Cost of Capital - Computation of Cost of Capital for different source of Finance-Weighted Average cost of capital-Industry Practices.

Unit II
Techniques in capital budgeting - ARR, IRR, NPV & P, Types of decision situation in capital budgeting. Valuation of Bonds and Shares: Fundamental Vs Technical analysis, Economic analysis, Industry & Company analysis, Valuation models – key elements, Parameters in the Dividend

Discount Model- Dividend Growth Model, Dividend Policies - Dividend Theories- Factors affecting dividend policy.

Unit III
Components of Working Capital - Factors determining Working Capital- Sources of Working Capital Finance- Inventory Management- Receivables Management- Cash Management, Working Capital Financing- Working Capital Policies- Ratios used in Working Capital Management.

Unit IV
Corporate Restructurings - Merger and Acquisitions – Motives, Basic forms of Acquisitions - , SEBI guidelines in M & A, NPV of a merger- Benefits of Merger of shareholders- Leveraged Buyouts, Spin- Offs - Share Buy Backs and Stock Splits, Evaluation of merger as a capital budgeting decision.

Unit V
Financial Planning Model - Percent of sales Method and other methodologies - Determinants of Growth- Sustainable Growth Modeling - Measures of Corporate Performance: ROI, ROE, EVA, MVA, Balanced Scorecard - Practices of Indian Companies. Financial Information System – Need, uses, functions and components.

References
1. Bodie Zvi, Robert C Merton. David L Cleeton, Financial Economics, 2nd edition, Pearson Education, 2012
2. Foster George, Financial Statement Analysis, 2nd edition, Prentice Hall International, 1986.
3. Brigham, Ehrhard, Financial Management Text and Cases, South Western Cengage Learning 2008
4. Prasanna Chandra, Financial Management, Tata McGraw Hill, 9th Edition 2015
5. Brealy and Myers, Principles of Corporate Finance, 11th Edition, Tata Mc Graw Hill
6. Ross, Westerfield and Jafee, Corporate Finance, 10th Edition, Tata Mc-Graw Hill.
7. Financial Management- Principles and Practice, G. Sudarsana Reddy, 2016, Himalaya Publishing House.
8. Strategic Financial Management - A. N. Sridhar, 17th Edition, Shroff publishers and Distibutors Pvt., Ltd.,

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Financial management - Shareholder value Analysis- Decisions in Financial Management -Capital Structure decisions- Factors influencing Capital Structure- Importance of Capital Structure- Theories of Capital Structure- Capital Structure Planning: Role of EBIT-EPS Analysis.	10	Lecture & ICT

UNIT				
	Cost of Capital - Computation of Cost of Capital for different source of Finance-Weighted Average cost of capital-Industry Practices.	5	Lecture & ICT	
UNIT II	Techniques in capital budgeting - ARR, IRR, NPV & P, Types of decision situation in capital budgeting. Valuation of Bonds and Shares: Fundamental Vs Technical analysis, Economic analysis, Industry & Company analysis.	10	Lecture , Peer Training & ICT	
	Valuation models – key elements, Parameters in the Dividend Discount Model- Dividend Growth Model, Dividend Policies - Dividend Theories- Factors affecting dividend policy.	10	Lecture & ICT	
UNIT III	Components of Working Capital - Factors determining Working Capital- Sources of Working Capital Finance.	7	Lecture & ICT	
	Inventory Management- Receivables Management- Cash Management.	7	Lecture & ICT	
	Working Capital Financing- Working Capital Policies- Ratios used in Working Capital Management.	6	Lecture , Videos & ICT	
UNIT IV	Corporate Restructurings - Merger and Acquisitions – Motives, Basic forms of Acquisitions .	10	Lecture , Peer Training & ICT	
	SEBI guidelines in M & A, NPV of a merger- Benefits of Merger of shareholders- Leveraged Buyouts, Spin- Offs .	5	Lecture & ICT	
	Share Buy Backs and Stock Splits, Evaluation of merger as a capital budgeting decision.	5	Lecture & ICT	
UNIT V	Financial Planning Model - Percent of sales Method and other methodologies - Determinants of Growth- Sustainable Growth Modeling.	10	Lecture , Peer Training & ICT	
	Measures of Corporate Performance: ROI, ROE, EVA, MVA, Balanced Scorecard - Practices of Indian Companies. Financial Information System – Need, uses, functions and components.	5	Lecture , Peer Training & ICT.	

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	4	4	3	3	3	3	3.4
CO2	4	3	3	3	3	4	3	3	3	4	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2

CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score										3.3

Result: The Score for this Course is 3.3   (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value
Mean Score of COs = -----------------------
Total No. of Pos & PSOs

Total of Mean Score
Mean Overall Score of COs =-----------------------
Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.D.Maria Pon Reka   Department of Business Administration

Programme : MPhil	Part III: Elective-4
Semester : I	Hours : 6 P/W 90 Hrs P/S
Sub. Code : MPBE4	Credits : 5

TITLE OF THE PAPER: FUNCTIONAL MANAGEMENT DECISIONS

Pedagogy	**Hours**	**Lecture**	**Peer Teaching**	**GD/ Vedios/Tutorial**	**ICT**
	6	2	1	1	2

PREAMBLE: To make the scholars to understand how functional objective are derived from corporate objectives. To analyze and evaluate the contribution of functional decisions in achieving corporate decisions.

COURSE OUTCOME At the end of the Semester, the Scholars will be able to	**Unit**	**Hrs P/S**
UNIT-1 CO1: Demonstrate and apply Management Functions, Strategy Formulation, Chain Management and developing Creative Organization.	I	20
UNIT-1 CO2: Understand the Functions of Human Resource Management, Motivation, Attitude, Perception, Personality, Interpersonal Relations and Stress Management.	II	15
UNIT-1 CO3: Analyse the Functions and Strategies of Marketing, Competitors analysis and Environmental analysis.	III	15
UNIT-1 CO4: Acquire and develop the innovation and Technology Management	IV	20
UNIT-1 CO5: Demonstrate and apply ERP, Business Process Reengineering, Corporate Social Responsibility and TQM and Emerging issues in Management.	V	20

SYLLABUS

Unit I

Management Functions and Techniques - Strategic Planning and Goal setting, Strategy formulation and implementation, Decision Making, Management and quality control, operations and value chain management. Managing and developing a creative organization, Management in Small business and Non -profit Organizations.

Unit II

Human resource management, Leadership, Motivation, - Understand dynamics of people behavior in organization - Attitudes, Perception, Personality, Stress, Interpersonal relations, Managing

interpersonal conflict, Emerging Trends in HRM – Competency Mapping – Emotional Intelligence – SHRM - HRIS.

Unit III

Marketing Management - Customer analysis, Competitor analysis, Market analysis, Environmental analysis and dealing with strategic uncertainty, Internal analysis, Achievement of sustainable competitive advantage, alternative strategies for business success.

Unit IV

 Innovation and Technology Management - Competitive advantages through new technologies, Technological Forecasting, Technology strategy, Technology diffusion and absorption, Human Aspects in Technology Management, Social Issues in Technology Management.

Unit V

Emerging Trends in Business - ERP, Six Sigma, Mind maps for business, Business Process Re-engineering (BPR), Business Process Outsourcing (BPO), Corporate Social Responsibility (CSR), Total Quality Management (TQM), Corporate Governance, .

References

1. David A. Whetten, Kim S. Cameron 9th Edition 2008, Developing Management Skills, Printice Hall of India Private Limited.
2. David A. Aaker, Strategic Marketing Management, 9th Edition 2010, John Wiley and Sons, Inc.
3. Harold Koontz, Heinz Weihrich, Essentials for Management: An International Perspective, 2009 Tata Mcgraw Hill Education Private Limited
4. Robbins, Stephen P, and Coulter Mary Management, 9th Edition 2007, Prentice Hall
5. Melissa Schilling, Strategic Management of Technological Innovation, 2008, Tata Mc Graw Hill Education Private Limited.
6. Guide to Managing Creativity and Innovation, Harvard Business School Press.
7. Narayanan V.K Managing Technology and Innovation for Competitive Advantage, Pearson Publisher.
8. Peter S. Pande, Robert P. Neuman, Rolan R. Cavangh, The Six Sigma Way Team field book An implementation guide for process improvement teams, Tata McGraw Hill Publishing Company Limited.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING

UNIT I	Management Functions and Techniques - Strategic Planning and Goal setting, Strategy formulation and implementation,	10	Lecture&ICT
	Decision Making, Management and quality control, operations and value chain management. Managing and developing a creative organization, Management in Small business and Non -profit Organizations.	10	Lecture
UNIT II	Human resource management, Leadership, Motivation, - Understand dynamics of people behavior in organization - Attitudes, Perception, Personality,.	9	Lecture & ICT
	Stress, Interpersonal relations, Managing interpersonal conflict, Emerging Trends in HRM – Competency Mapping – Emotional Intelligence – SHRM - HRIS	6	Lecture& GD
UNIT III	Marketing Management - Customer analysis, Competitor analysis, Market analysis, Environmental analysis and dealing with strategic uncertainty,	8	Lecture and ICT
	Internal analysis, Achievement of sustainable competitive advantage, alternative strategies for business success	7	Lecture and ICT
UNIT IV	Innovation and Technology Management - Competitive advantages through new technologies,	8	Lecture and ICT
	Technological Forecasting, Technology strategy, Technology diffusion and absorption, Human Aspects in Technology Management, Social Issues in Technology Management.	12	Lecture and ICT
UNIT V	Emerging Trends in Business - ERP, Six Sigma, Mind maps for business, Business Process Re-engineering (BPR),	10	Lecture and ICT

Business Process Outsourcing (BPO), Corporate Social Responsibility (CSR), Total Quality Management (TQM), Corporate Governance, .					10					Lecture and ICT	

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	3	3.4
CO2	4	2	4	4	4	4	4	3	4	4	3.7
CO3	4	4	4	4	4	4	4	4	4	4	4.0
CO4	4	2	4	3	4	4	3	3	3	4	3.4
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.6

Result: The Score for this Course is 3.6 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value Mean Score of COs = ----------------------- Total No. of Pos & PSOs	Total of Mean Score Mean Overall Score of COs =----------------------- Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.A.Duraikannan, Department of Business Administration.

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