

### M.Phil MANAGEMENT STUDIES

No	Paper Code	Course Title	Hours	Credits	Continuous Internal Assessment (CIS)	End Semester Exam (ESE)	Total
<b>Semester I</b>							
1.	MMST11	Core I (Theory)-Research Methodology	10	4	40	60	100
2.	MMST12	Core II (Theory)	10	4	40	60	100
3.	MPST13	Core III (Theory)- Common Paper Professional Skills	10	4	40	60	100
		<b>Total</b>	<b>30</b>	<b>12</b>			<b>300</b>
<b>Semester II</b>							
4.	MMST21	Core IV (Theory)- Area Paper	10	4	40	60	100
5.	MMSD21	Dissertation + Viva-voce	20	14(12+2)	-	200	200
		<b>Total</b>	<b>30</b>	<b>18</b>			<b>300</b>
<b>Total</b>			<b>60</b>	<b>30</b>			<b>600</b>

## **AMS114: RESEARCH METHODOLOGY**

**No. of Credits – 4**

### **UNIT 1**

Research: Types of Research – Significance of Research in Business Sciences – Research Problem: Identification – Selection and Formulation – Review of Literature – Collection of background literature – Hypothesis – Meaning – Sources – Types of hypothesis – Framing of research hypotheses.

### **UNIT 2**

Research Design – Components of a Research Design – Drafting research designs – Sampling – Principles of Sampling – Probability and Non-probability Sampling Methods – Sources of Information – Choice between Primary and Secondary Data – Generation of sources and data.

### **UNIT 3**

Methods of Data Collection – Collection of Primary Data: Observation, Interview and Questionnaires – Essentials of a Good Schedule and Questionnaire – Selection of appropriate Method for Data Collection – Pretesting – Pilot Study.

Scaling Techniques: Meaning – Importance – Methods of their construction. Measurement in Research: Test of sound measurement – Techniques of developing measurement tools – Developing research tools – Conducting reliability and validity tests.

### **UNIT 4**

Processing of Data: Editing, Coding, Classification and Tabulation – Analysis of Data – Quantitative Analysis: Measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – Measures of Relationship: Correlation and Regression Analysis – Association of Attributes. Advanced statistical tools: Factor analysis, Cluster analysis, Conjoint analysis, SEM. Qualitative Analysis: Case study – Content analysis – Hypothesis Testing: Testing for Means: One and Two populations – One way and Two way ANOVA – Testing of Proportions: One and Two populations – Chi-square Test.

### **UNIT 5**

Interpretation and Report Writing – Importance of Interpretation – Precautions in Interpretation – Report Writing – Different Steps in Report Writing – Lay out of the Research Report – Types of Reports – Mechanics of Writing a Research Report.

### **REFERENCES:**

1. Kothari C.R, Research Methodology: Methods and Techniques, 2<sup>nd</sup> edn, New Age Inc., 2004.
2. Uma Sekaran & Roger Bougie, Research Methods for Business: A Skill Building Approach, John Wiley & Sons, 2016.
3. SP. Gupta, Statistical Methods, Sultan Chand & Sons, 2012.
4. Deepak Chawla & Neena Sondhi, Research Methodology: Concepts & Cases, 2<sup>nd</sup> edn, Vikas, New Delhi, 2016.
5. Krishnaswami O.R & Ranganatham M, Methodology of Research in Social Sciences, 2<sup>nd</sup> edn, Himalaya Publ, Mumbai, 2014.
6. Srivastava T.N & Shailaja Rego, Business Research Methodology, McGraw Hill, New Delhi, 2011.

**(ONE OF THREE ELECTIVES TO BE CHOSEN BY THE STUDENTS) AMS124:  
CONTEMPORARY ISSUES IN FINANCE**

**No of Credits – 4**

**UNIT 1:**

Financial Management – Financial Planning and Forecasting – Planning process – Forecasting Techniques – Use of Financial Models.

**UNIT 2:**

Sources of Long Term Finance – Equity issue, Initial Public Offer – Book Building – Follow on Public Offer – Bond issue – parties involved – Bond issue in India

Raising Foreign Capital – GDR – FCCB – FCEB – ECB – Commercial banks having international operations.

**UNIT 3:**

Mergers and Acquisitions – types – motives – stages – tax planning through Mergers – take over and Defensive Measures – Financial evaluation of Mergers and Acquisitions  
Business restructuring – Corporate and Financial restructuring – management of sick companies – techniques – measures to overcome sickness

**UNIT 4:**

Functions of secondary markets – the stock exchange – its functions – fundamental analysis – technical analysis – derivatives – types

**UNIT 5:**

Corporate Governance – Meaning – issues of Corporate Governance – Components of Corporate governance – Financial implications of implementing corporate governance norms – recent norms given by various agencies – Companies Act 2013.

**REFERENCE**

1. John. J. Don O Van, Principles of Corporate Finance, TMH
2. James.V. Van Horne, Principles of Financial Management, TMH
3. Khan and Jain, Financial Management, TMH
4. Susan Thomas, Derivative , Sage publications

## **AMS124: CONTEMPORARY ISSUES IN HRM**

**No of Credits – 4**

### **UNIT I**

The Contemporary Workplace; HRM in the contemporary workplace; Organisational Justice: Distributive Justice, Procedural Justice, Interactional Justice, Informational Justice; Managing the war for talent; Human Capital Theory; Resource Based View of the Firm; Offshoring: Advantages, Barriers and Implications; On-shoring or Near-shoring; HRM and service work; HRM challenges associated with service work; HR responses to those challenges

### **UNIT II**

Managing the Individual at Work; Psychological contracts; Psychological contract breach vs. Psychological contract violation; Psychological contract fulfilment; Implications of the psychological contract on HRM activities; Career management in the 21<sup>st</sup> century; Traditional approaches to career development: A review; Protean and boundary less perspectives of career development; HRM responses to career management challenges

### **UNIT III**

Managing emotional labour in the workplace; Employee reactions to emotional labour requirements; HR strategies to manage emotional labour; Employee health and well-being in the workplace; Individual and organizational predictors of employee health & wellbeing; Consequences for both individuals and organizations of employee health & well-being; Employee health & well-being interventions and the intervention process

### **UNIT IV**

Conflict at Work; ER and the new workplace; Decline in trade union membership and changing nature of the employment relationship; Strategies to renew, revitalise and rebuild trade unions; The contested terrain of monitoring and surveillance in the workplace; workplace drug testing; M&S in cyberspace; Risk and crisis management; risk management process; Approaches to understanding risk; Role of the HR function in crisis management

### **UNIT V**

Emerging Issues; Green HRM: The greening of the workplace in the 21<sup>st</sup> century; The aging workforce: Older Workers; The changing nature of skill development in India; Implications of these changes in the India workplace for employers and employees; The dark side of work:

Workplace Violence; Intrusive Violence; Customer-related Violence; Relationship Violence; Organisational Violence; Workplace Violence Intervention

**REFERENCE:**

1. Holland, P. J., Sheehan, C. R., Donohue, R. D., Pyman, A. M. D., & Allen, B. (2015). *Contemporary Issues and Challenges in HRM*. (3 ed.) Prahran Vic Australia: Tilde University Press.
2. Taylor, S., (2017). *Contemporary Issues in Human Resource Management*. Kogan Page Publishers.
3. Wilkinson, A., Redman, T., Dundon, T., (2016). *Contemporary Human Resource Management : Text and Cases*. Pearson Education Limited

## **AMS124: CONTEMPORARY ISSUES IN MARKETING**

**No of Credits – 4**

### **UNIT I**

Developing Marketing Strategies and Plans – Gathering Information and Scanning the Environment – Conducting Marketing Research and Forecasting Demand – Analyzing Consumer Markets – Analyzing Business Markets– Managing competitors.

Marketing Information System: Meaning – Purpose – Simple model of MIS – Concept of MIS – Factors influencing MIS – Marketing intelligence systems – Internet and Marketing Research.

### **UNIT II**

Identifying Market Segments and Targets – Crafting the Brand Positioning – Setting Product strategy – Designing and managing Services – Understanding brands and measuring brand equity – Developing and implementing brand identity – Developing Pricing Strategies and Programs –Managing Mass Communications

### **UNIT III**

Designing and Managing Integrated Marketing Channels –Types of channels in Indian context for FMCG, consumer durables and Industrial goods – Supply Chain Management: intricacies – Logistics management: consonants issues – Managing Retailing, Wholesaling, and Logistics – Emerging issues.

### **UNIT IV**

Promotional management: Components, Comparison between different components – importance and relevance – Advertising: need, budgeting, agencies, media management and measurement – Sales promotion: methods, planning and execution – Public relations – Telemarketing – Integrated marketing communication. Direct marketing – Personal setting; issues and methods.

### **UNIT V**

Contemporary Marketing Strategies of Manufacturing and Services sector: Transaction marketing – Database marketing – e-Marketing – Interaction marketing – Network marketing – Relationship Marketing: Customer Value Creation – Customer loyalty programs – Global marketing – Rural marketing – Micro marketing – Mega marketing – Visual Marketing – Viral marketing – Neuro marketing – Green marketing – Mobile marketing – Telemarketing – Influencer marketing – Marketing using social network.

### **REFERENCES**

1. Philip Kotler, Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall of India.
2. Cundiff Etal, Fundamentals of modern Marketing, Prentice Hall of India
3. William Starton, Fundamentals of Marketing, McGrew Hill.
4. Ramaswamy and Namakumari, Marketing Management – Planning, Implementation and control, Macmillan.
5. Rajan Saxena, Marketing management, Macmillan.

**Core III - (Theory)**  
**PROFESSIONAL SKILLS (Common Paper)**

**Objectives:**

**After completing the course, the scholars will be able to**

- Develop skills to ICT and apply them in teaching, learning contexts and research.
- Acquire the knowledge of communication skills with special reference to its elements, types, development and styles.
- Understand the terms: Communication technology, Computer Mediated Teaching and develop Multimedia/E-contents in their respective subjects.
- Develop different teaching skills for putting the content across to targeted audience.

**Unit I - Computer Application Skills**

Fundamentals of Computers and windows, Operating System – **MS – Office** Components; **Word:** Equation editor, Table Manipulation – Formatting Features – organizational Chart. **MS – EXCEL:** Statistical Functions – Number Manipulation – Chart Preparation with various types of graphs. **MS PowerPoint:** PowerPoint presentation with multimedia features. **Internet and its applications:** E-mail and attachments – working with search engines.

**Unit II - Communication Skills (English/Tamil/Both)**

**English:** Skills of Communication: Listening, Speaking, reading and Writing – Writing Synopsis, Abstract and proposals. Developing good language asbilities – Public speaking – Writing Skills.

**Tamil:** பயிற்றுவிக்கும் திறன் - பேச்சுத்திறன் -  
வெளிப்பாட்டுத் திறன் - ஆய்வுத்திட்டம் -  
ஆய்வுச்சுருக்கம் தயாரித்தல்.

### **Unit III - Communication technology**

Computer Mediated Teaching: Multimedia, E – Content, Satellite Based Communication – EDUSAT and ETV channels. Web: Internet I Education.

### **Unit IV - Pedagogical Skills**

Micro teaching Skills: Skill of Induction, Skill of Stimulus Variation. Skill of Explaining, Skill of Probing Questions, Skill of Blackboard, Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills – Research Extension and Consultancy.

### **Unit V - Industrial Technology**

Lecture Techniques: Steps, Planning of a lecture, Lecture Notes, Updating, Delivery of Lecture. Teaching – Learning Techniques: Team teaching, Group Discussion. Seminar, Workshops, Symposium and Panel Discussion – Games and Simulations – Web Based Instructions.

### **References**

- Micael D. and William (2000). Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York.
- Information and Communication Technology in Education: A Curriculum for Schools and Programme of Teacher development. Jonathan Anderson
- Pandey S.K.(2005). Teaching communication. Commonwealth publisher, Delhi
- Sharma. R.A.(2006), Fundamentals of education technology, Surya publication, Meerut
- Kum Babu A. and Dandapani S. (2006), Microteaching, Neelkamal Publications, Hyderabad



- Vanaja M and Rajasekhar S. (2006),  
Computer Education, Neelkamal  
Publications, Hyderabad