Jamal Mohamed College

(Autonomous)
College with Potential for Excellence
Accredited with 'A' Grade by NAAC, CGPA 3.6 out of 4.0
(Affiliated to Bharathidasan University)
Tiruchirappalli, Tamil Nadu

Jamal Institute of Management (JIM)

(AICTE Approved & NBA Accredited, New Delhi)
(Ranked with 'A' Grade by AIMA, New Delhi)

SHOW ISS THE RIGHT PATH

Since 1951

M.Phil.
(Semester Pattern)

Curriculum & Syllabi
(From 2014-15 onwards)

M.Phil. MANAGEMENT STUDIES

SEM	COURSE CODE	COURSE	COURSE TITLE	NO. OF HOURS	CREDIT	CIA MARKS	SE MARKS	TOTAL MARKS
I	14MPMBA1C1	CORE -I	Research Methodology	4*	4	40	60	100
	14MPMBA1C2	CORE - II	Advanced Strategic Management	4*	4	40	60	100
	14MPMBA1C3	CORE - III	Research Topics in Management	4*	4	40	60	100
	14MPMBA1C4	CORE - IV	Teaching Learning Process & Technology	4*	4	40	60	100
*One hour Library for each course								
TOTAL				16	16	160	240	400
II	14MPMBA2PW	Project Work	Dissertation **	--	8	--	--	200
GRAND TOTAL					24			600

** (Evaluation of the Dissertation shall be made jointly by the Research Supervisor and the External Examiner)

Project (M.Phil)

Maximum Marks: 200
I review   20 Marks
II review   20 Marks
Evaluation of project   120 Marks
Viva voce   40 Marks

SEMESTER I: CORE I
RESEARCH METHODOLOGY

Course Code: 14MPMBA1C1   **Max Marks   : 100**

Hours/week: 4   **Internal Marks: 40**

Credit   : 4   **External Marks: 60**

Objective:

This paper is intended to develop an exposure on the research applications in management, to familiarize with intensive techniques and skills in the research process, to learn the art and style of writing a research report, and to impart the latest and programming knowledge from the field of management theory and practice.

UNIT - I: INTRODUCTION   12 hours

Research – Meaning – Purpose – Types of Research – Research Process – significance of Research – Research in Management – Steps in Research – Identification – Selection and Formation of Research Problem – Research Design – Types of Design – Hypothesis – Types and Formation – Review of Literature Nature and Purpose, Ethics in Research.

UNIT - II: SAMPLING   12 hours

Sampling – Sampling Design – Size and its Estimation – Data Collection – Types and Source – Tools for Data Collection – Observation, questionnarise, schedule, Experimentation – Measurement and Scaling – Use of scales in Statistical Analysis – Pre – Testing and Pilot Study.

UNIT - III: DATA ANALYSIS   12 hours

Testing of Hypothesis – Parametric test – 't' Test –'z' test – one way classification of ANOVA – Two way classification of Anova – 'F' Test – Multivarite Statistical Tests – Factor Analysis – Cluster Analysis – Discriminant Functional Analysis.

UNIT - IV: NON-PARAMETRIC TEST   12 hours

Non – Parametric Test : Rank, Sign, Man writing 'U' tests, chi-square test – Regression Analysis – Correction Analysis – Partial & Multiples – Use of SPSS Software – Tabulation – Data Analysis Anova, Discriminant Analysis – Factor Analysis.

UNIT - V: INTERPRETATION AND REPORT WRITING   12 hours

Meaning of Interpretation – Techniques – Techniques precaution in Interpretation of Report Writing – #Basics of Report Writing – Language and Format – Layout and Contents#.

 #   #Self study portion.

Practical Sessions on SPSS to be conducted every week for CIA Evaluation

REFERENCE BOOKS

1.   Uma Sekaran ,Research Methods for Business, John Wiley & Sons Inc.
2.   C.R.Kothari ,Research Methodology, WishcaPrakashan.
3.   ArysYeshPal ,Research Methodology in Management, , P.P.Deep& deep Publications.
4.   RanjitKumar ,Research Methodology, Sage Publications.

5. Thakur ,Research Methodology in Social Science, D.Deep& deep Publication (p) Ltd.
6. SPSS 17.0 Manual.
7. RajendraNargundhar ,Marketing Research, Tata MC Graw Hill.
8. Memory &Cooper ,Business Research Methods.
9. K.R.Rao ,Research Methodology in Commerce & Management ,.
10. Wilkinson &Bhandasken ,Methodology On Techniques of Social Research.

ADVANCED STRATEGIC MANAGEMENT

Course Code: 14MPMBA1C2   **Max Marks   : 100**
Hours/week : 4   **Internal Marks: 40**
Credit   : 4   **External Marks: 60**

Objective:

This paper is meant for providing a sound foundation of advanced techniques in strategic management concepts, to give a bird's eye view of advanced strategic financial management, various strategies in marketing, various issues and latest trends in strategic human resource management and service sectors.

UNIT - I: STRATEGIC MANAGEMENT   12 hours

Strategic management : Business policy as a field of study; Nature and scope of strategic management; Environmental analysis and Internal analysis; SWOT analysis; Tools and techniques strategic analysis impact matrix; Experience curve , BCG matrix , Industry analysis , concept of value chain; management of strategic change; strategic alliances mergers and Acquisitions; strategy and corporate revolution in the India context.

UNIT - II: STRATEGIC FINANCIAL MANAGEMENT   12 hours

Strategic Financial Management – Meaning – Features-Basic premises of SFM– Levels of Corporate strategy- capital structure-cost of capital-working capital management-Estimation of working capital management-capital budgeting and evaluation techniques.

UNIT - III: STRATEGIC MARKETING   12 hours

Business Strategy, The Strategic Role of Marketing Strategies , Marketing Strategies for New Market, Marketing Strategies for Growth and Measure Market, and Decline Markets, #Marketing Strategies for Consumer Goods, Service firms and Industrial firms, Global Marketing Strategies, Implementing and Controlling Marketing Strategies#.

UNIT - IV: STRATEGIC HUMAN RESOURCE MANAGEMENT   12 hours

Evolution of SHRM – Corporate and HR Strategy – Relationship and Implementation – Balance Score Board – Investment Perspective – HR Decision Making – Current Issues in HRM – Organization Restructuring and Empowerment – Human Resource Process in Multi-National – Internal Mergers and Acquisitions HR Perspective – E – HRM – HRM and Quality – Recent Trends in Strategic Human Resource Management.

UNIT - V :   SERVICE SECTOR   12 hours

Service Sector Strategy – Position in the Economy – Objectives and Scope – Competitive Strategy Prevailing in Tele Communication – Banking – Insurance – Education – Tourism – Hotel – Hospitality – Pricing – Service modes – Utility values – Global Competition.

 #   # Self study portion.

REFERENCE BOOKS

1. Charles W.H. Hill, Gareth R.Jones. Strategic Management – An Integrated Approach. Sixth Edition. Indian Adaption.
2. IM Pandey Financial Management. Vikas Publishing House Pvt Limited.
3. James C.VanHorne Financial Management and Policy, , Prentice Hall of India.
4. VavarieA.Zeithcuml Service Marketing, , Tata MC Graw Hill.
5. Philip KotlerFaryArmstrong Service Marketing, 2L Operation Management and Strategy Kenneth Principles of Marketing, Prentice – Hall of India.
6. Gary Dessler Human Resource Management, Prentice Hall of India.
7. Fisher Schoenteldt, Show Houghton Mifflin Human Resource Management, Company Boston Toronto Generva – IIIinois Palo Alto Princeton, New Jersy, All India Publisher & Distributions.
8. M.Y.Khan Financial Service, Tata MC Graw Hill Publishing Company Ltd.
9. DrS.Gurusamy Financial Service, , Vijay Nichole Imprints Private Ltd.
10. Jauch L.R. &Glueck W.I. Business policy and Marketing Management.
11. Orvill, C. Walker Jr. Harper W.Boya , Jr. and JeamclandLarreche " Marketing Strategy planning and Implementation 3rd Edition Tata MC Graw Hill publishing Company New Delhi 2001.
12. Charles R.Greee Strategic Human Resource Management A General Managerial approach Texas Christian University Pearson Education Asia 2001.
13. S.C.Gupta Advanced Human Resource Managemnt Strategic perspective.Ane Books India 2008.

SEMESTER I : CORE IV
TEACHING LEARNING PROCESS AND TECHNOLOGY

Course Code: 14MPMBA1C4   **Max Marks: 100**
Hours/week : 4   **Internal Marks: 40**
Credit: 4   **External Marks: 60**

OBJECTIVES:

This paper intends to provide a strong foundation in enhancing the intricacies of learning, alternative learning aware of basic computer skills, acquainted with the teaching technology, teaching methods for small groups and large groups and understand the fundamentals of education and students Psychology.

UNIT- I: HEGHER EDUCATION AND LEARNING   12 hours

Historical perspective, objectives and role of higher education, learning and Hierarchy-information- processing, learning Events and outcome - Individual learning- Mastery learning.

UNIT- II :   ALTERNATIVE LEARNING   12 hours

Alternative learning - Distance and open learning - Self learning –Instructurial media : E-learning Resources Data base of learning Resources E-books, E-Journals etc. web based learnings.

UNIT- III: COMPUTER SKILLS   12 hours

MS word – Mail Merge and Tables – Ms Excel: Excel Basics – Functions – Creating Chart / Graphs – Data Filter, Sorting – Worksheet as Data base – Excel Sheet Printing: Ms Power Point: Creating a new slide – Formating text and slide – working with slide show – Insert slides, text box – sounds, chart and projects. Introduction to oracle – structural query language – commands.

UNIT- IV: TEACHING TECHNOLOGY   12 hours

Instructional Technology – Educational Technology – Instructional designs – objective based – skill based – competency based – learning style based – model based – Teaching methods – large groups techniques – small groups teaching.

UNIT - V: EDUCATIONAL PSYCHOLOGY   12 hours

Psychology and Education – Educational Psychology – Blooms taxonomy of educational objectives – Nature, scope and Functions – Growth and Development Motivating the students for learning – #Evaluation of student progress / class room management strategies# – problems of student in colleges.

Self study portion

Computer Practical Sessions to be conducted every week for CIA evaluation.

REFERENCE BOOKS

1.   E.G. Vedanayagam Teaching Technology for College Teachers, sterling publishers private limited.
2.   sanjaysaxena MS office 2000 for every one, , Vikas publishing house private limited.
3.   S.B. Kakkar Educational Psychology, , prentice Hall of India private Limited.
4.   S.K. Mangov General Psychology, , Sterling publishers private limited.
5.   Kumar, K.L. Educational Technology, New Delhi: New Age International (p) Ltd ,1997.
6.   Sampathkumar, K.,Paneerselvam, A and Santhanam, S. Introduction to Educational Technology, New Delhi: Streling publishers(pvt).Ltd, 1990.
7.   Tony Bates, A.W. Technology , e-Learning and Distance Education, New York: Rutledge, 2005.
8.   Raja Sekar .S , Computer Education and Educational Computing, Hydrabad: Neelkamal p , 2005.