

DEPARTMENT OF MANAGEMENT STUDIES

COURSE STRUCTURE & SYLLABI (For the students admitted from year 2023-2024 onwards)

Programme : M.Phil. Master of Business Management (M.B.A)



JAMAL MOHAMED COLLEGE (AUTONOMOUS)
Accredited with A++ Grade by NAAC (4th Cycle) with CGPA 3.69 out of 4.0
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI – 620 020

M.Phil. MANAGEMENT STUDIES

Sem	Subject code	Course Category	Subject Title	Hrs/Week	Credit	CIA Marks	ESE Marks	Marks
I	23MPMS1CC1	Core - I	Research Methodology	4*	4	25	75	100
	23MPMS1CC2	Core - II	Advanced Strategic Management	4*	4	25	75	100
	23MPMS1CC3	Core - III	Teaching and Learning Skills (Common Paper)	4*	4	25	75	100
	23MPMS1CC4	Core - IV (Elective)	Paper on Topic of Research	4*	4	25	75	100
	*One hour Library for each course							
Total				16	16			400
II	23MPMS2PD		Dissertation**	-	8	-	200	200
Grand Total				16	24	-	-	600

**Evaluation of the Dissertation and Viva Voce shall be made jointly by the Research Supervisor and the External Examiner.

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPMS1CC1	CORE - I	4	4	25	75	100
Course Title		RESEARCH METHODOLOGY					

SYLLABUS		
Unit	Contents	Hours
I	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, Formation and Generation – Review of Literature Nature and Purpose - *Ethics in Research*.	12
II	Instrumentation - Primary Types of Measurement Scales, Errors in Measurement, Validity and Reliability in Measurement, Scale classification and Scale Construction Techniques. Sampling Design: Process - Types and Determination of Sample Size.	12
III	Data Collection- Methods and, Sources; Techniques questionnaire and interview schedule; Pre testing – Pilot Study – Data Processing: Meaning, Steps, Analysis of data – Interpretation of data through SPSS.	12
IV	Multivariate Analysis- Dependence Analysis: Multiple Regression, Discriminant Analysis, Canonical Correlation Analysis and Conjoint Analysis. Interdependence Analysis: Factor analysis, Multidimensional Scaling and Cluster Analysis – Structural Equation Modelling - Practical Session: SPSS STATISTICS and SPSS AMOS	12
V	Report Writing - Layout– Contents of Report-Style of the report - Steps in Report writing – *Forms of Reports* - Software for paper formatting like MS Office, Software for detection of Plagiarism	12

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Text Book(s):
1. Donald R Cooper, Pamela S Schindler, JK Sharma, Business Research Methods, McGraw-Hill Education, 11 th edition, 2017.
2. John W. Creswell, Qualitative, Quantitative, and Mixed Methods Approaches, SAGE Publications, 5 th edition, 2018
3. Joseph F Hair, Barry J. Babin, Rolph E. Anderson, William C. Black, Multivariate Data Analysis, Cengage Learning India Pvt. Ltd.; 8 th Edition, 2018
4. Mark N.K. Saunders, Philip Lewis and Adrian Thornhill, Research Methods for Business students, Pearson Education, 8 th edition, 2019.
Reference Book(s):
1. William G. Zikmund: "Business Research Methods" Cengage India Private Limited, 9 th Edition, 2013
2. Field, A. Discovering Statistics Using IBM SPSS, Sage Publications London, 4th edition 2013
3. Anil K. Mishra. "A Hand-Book of Research in SPSS", Himalayan Publishing, House, 1st edition, 2012
4. Ranjit Kumar, Step-by-Step Guide for Beginners, SAGE Publications, 5 th edition, 2021.
Web Resource(s):
1. Explore Web Resources - Research Process - LibGuides at Northcentral University (nu.edu)
2. https://socialresearchmethods.net/
3. https://www.statsref.com/HTML/index.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recognize and Demonstrate research approaches, techniques and strategies in the appropriate manner for managerial decision making	K1 & K2
CO2	Apply the right research process for effective decision making and shaping the future of the organization and society.	K3
CO3	Examine data analysis and interpretation in relation to the research process.	K4
CO4	Justify the steps for preparation of research report by integrating ethical and social values in research.	K5
CO5	Construct the test criterion for the research analysis and implement a research project matching with real world problem.	K6

Relationship Matrix:

COs	Programme Outcomes (POs)					Programmes Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	1	2	1	3	2	3	1	2	1.9
CO2	2	3	2	1	0	3	2	3	2	2	2.0
CO3	1	2	2	1	1	2	3	2	2	2	1.8
CO4	1	2	1	2	1	3	2	2	3	2	1.9
CO5	2	2	2	1	2	3	3	3	2	2	2.2
Mean Overall Score											9.8/5 = 1.96

Mean Overall Score = Sum of Mean Score COs / Total Number of COs	
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr.G.S DAVID SAM JAYAKUMAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPMS1CC2	CORE - II	4	4	25	75	100

Course Title	ADVANCED STRATEGIC MANAGEMENT
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SYLLABUS		
Unit	Contents	Hours
I	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: *Porter's framework, complements, strategic groups and key success factors , concept of value chain.*- Grand Strategies.	12
II	Strategic Financial Management – Meaning – Features-Basic premises of SFM– Goal of SFM-Strategic Position Audit-PESTEL Analysis-Valuation for acquisition and mergers- capital structure theories – Optimum Capital Structure – Specific and Composite cost of capital -Estimation of working capital management- evaluation of capital budgeting under uncertainty- Harmon process strategic mix - Assessing the feasibility of possible redesign options.	12
III	Business Strategy, Role of Marketing Strategies, Marketing Strategies for New Market, Growth, strategic groups and key success factors- VRIO framework- Measure Market and Decline Markets, #Marketing Strategies for Consumer Goods, Service firms and Industrial firms, Global Marketing Strategies, Implementing and Controlling Marketing Strategies#.	12
IV	Evolution of SHRM – Corporate and HR Strategy – Relationship and Implementation – Balance Score Card – Investment Perspective – HR Decision Making – Current Issues in HRM – Organization Restructuring and Empowerment – E-HRM – GHRM-Recent Trends in Strategic Human Resource Management.	12
V	Service Sector Strategy – Objectives and Scope – Competitive Strategy Prevailing in Tele Communication – Banking – Insurance – Education – Tourism – Hotel – Hospitality.	12

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Text Book(s):
<ol style="list-style-type: none"> 1. Thomas L. Wheelen , J. David Hunger , Alan N. Hoffman Charles E. Bamford , Purva Kansal, Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Pearson publication 15th Editon 2019. 2. Ananda Das Gupta, Strategic Human Resource Management Formulating and Implementing HR Strategies for a Competitive Advantage, Taylor and Francis Group,New York,1st ed 2020. 3. Prasanna Chandra, Strategic Financial Management Mc Graw Hill Education, Private Limited, New Delhi 2017.

Reference Book(s):
1. CA (Dr.) K.M. Bansal , CA Anjali Agarwal Taxmann's Scanner Cum Compiler-Strategic Financial Management (CA-Final-New Syllabus) 2 nd ed, January 2020. 2. Catherine Boiley, David Monkin, Care Kelliher and Thomas Garavan, Strategic Human Resource Management, Oxford University Press, 2 nd ed 2018. 3. Charles W.H. Hill, Gareth R.Jones. Strategic Management – An Integrated Approach.12 ed Indian Adaption 2016. 4. James C.VanHorne Financial Management and Policy, Pearson publication 13 th Edition 2008. 5. S.C.Gupta Advanced Human Resource Management Strategic perspective, Ane Books India 2008. 6. Charles R.Greee Strategic Human Resource Management A General Managerial approach, Texas Christian University, Pearson Education Asia 2001. 7. Jauch L.R. & Glueck W.I. Business policy and Marketing Management. McGraw-Hill Education; 4Rev ed.2000.
Web Resource(s):
1. https://onlinecourses.swayam2.ac.in/imb22_mg46/preview

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recognize and Explain the Dynamic Nature of Business and the Role of Strategic Management in Generating and Sustaining Competitive Advantage	K1&K2
CO2	Apply the Financial Proposals through Capital Budgeting Techniques, Efficient Estimation of Working Capital for better Financial Decisions	K3
CO3	Examine comprehensive knowledge in Business Strategy and Global Marketing Strategies	K4
CO4	Estimate with formulation of HR Strategy and analyses the Current issues in HRM for better management of work force.	K5
CO5	Practice the strategies related to service sector for different services in order to face the Competition and improve the value of the firm	K6

Relationship Matrix:

COs	Programme Outcomes (POs)					Programmes Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	0	0	2	2	0	2	2	1	0	0	0.9
CO2	0	3	0	1	2	2	0	3	1	2	1.4
CO3	3	2	2	2	1	2	1	2	1	2	1.8
CO4	3	0	1	2	3	2	1	3	2	3	2
CO5	2	0	3	1	1	1	3	2	3	3	1.9
Mean Overall Score											8/5 = 1.6
Correlation											Medium

Mean Overall Score = Sum of Mean Score COs / Total Number of COs	
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.A. SHAKILA BANU

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPMS1CC3	CORE- III	4	4	25	75	100

Course Title	TEACHING AND LEARNING SKILLS
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SYLLABUS

Unit	Contents	Hours
I	Teaching – Meaning, Definition, Nature, Importance, Variables, Levels, Methods, Principles, Types, teaching strategies Vs teaching methods, simulated teaching – Meaning, Team Teaching – Objectives, advantages, Limitations. *Micro teaching –Meaning, Merits, Demerits*.	12
II	Learning – Introduction to learning, *factors affecting learning (Learner, Teacher, Content, Process related) *, E-Learning – Nature, Modes, Styles, advantages, applications, Meaning, Definition, nature, types, importance, Process, Learning Strategies – Styles (Auditory, Visual, Kinesthetic)	12
III	Information and communication Technology (ICT) – Meaning, Origin, growth, Uses and Roles - MS Excel: Excel Basics- Working with Charts- Loan Computations - VLookup Functions- Data Tables and Scenario Manager –Pivot Tables and Pivot Charts with Slicers - MS Power Point: Basics - Working with Slides – Back grounds and Objects – *Images and Media* – Modern Database Management System: Data types –Parts of Structured Query Language (SQL) – SQL Commands.	12
IV	Educational technology – Meaning, definition, characteristics, objectives, benefits, scope, steps, functions, approaches, types of Audio-Visual aids for teaching. * I-learning – meaning, uses* -major technologies in Education (Artificial Intelligence, Tele conferencing, Tele Lecture. Tele Tutorial, Tele seminar, Digital resources, E-Reader, Virtual universities)-Diverse issues in educational Technology-Cybernetics, evaluation and criterion – referenced measurements.	12
V	Educational Psychology – Introducing educational Psychology - Meaning, Definition, Tasks, Scope, Limitations – Creativity – Meaning, Necessity for fostering Creativity, Creativity and Intelligence, Characteristic of a Creative Personality– Learning disability – Meaning, types - Motivation – Meaning, Characteristics, *Class room Motivation Techniques*, Rewards and Punishments in Students Motivation	12
VI	Current Trends (For CIA only) Current Trends in Teaching and Learning, Online Educational Platforms and Tools, LMS	

..... Self Study

Text Book(s):
<ol style="list-style-type: none"> 1. Mangal, S.K., Shubhra Mangal, Learning and Teaching, Shipra Publication, 1st Edition, 2017. 2. Bhatnagar, A.B., Anurag Bhatnagar, Neha Bhatnagar, Educational Technology and ICT, R. Lal Publisher Bookman, 1st edition, 2016. 3. Bittu Kumar, Mastering Ms Office, V&S Publishers, 1st Edition, 2017 4. Chandra ,B., Mastering PL/SQL Through Illustrations, BPB Publications, 1st Edition, 2020
Reference Book(s):
<ol style="list-style-type: none"> 1. Oberoi, S.C., Learning and Teaching, World Book Depot, 1st Edition, 2021. 2. Jeanne Ellis Ormrod, Eric M. Anderman, Lynley H. Anderman, Educational Psychology: Developing Learners, Pearson India Education Services Pvt. Ltd., 10th edition, 2019. 3. Alan Beaulieu, Learning SQL, Shroff/O'Reilly Publishers, 3rd Edition, 2020
Web Resource(s):
<ol style="list-style-type: none"> 1. https://onlinecourses.swayam2.ac.in/nou23_ed02/preview 2. https://onlinecourses.swayam2.ac.in/ntr23_ed13/preview 3. https://onlinecourses.swayam2.ac.in/aic20_sp27/preview

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand student's psychology to match educational psychology and explain the importance of teaching and learning in building the society.	K1 & K2
CO2	Utilize the latest information and communication technologies for noticeable changes in teaching learning process	K3
CO3	Distinguish teaching strategies from teaching methods.	K4
CO4	Evaluate the learning strategies to integrate skills and knowledge in the contemporary human issues	K5
CO5	Design and execute right strategies for teaching methodology to integrate functional areas of management	K6

Relationship Matrix:

COs	Programme Outcomes (POs)					Programmes Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	0	0	0	2	2	1	2	2	0	1	1.0
CO2	2	2	1	2	2	2	1	1	0	1	1.4
CO3	2	3	1	3	2	2	2	2	1	2	2.0
CO4	3	3	1	3	3	2	1	2	1	2	2.3
CO5	3	3	2	3	3	3	3	3	2	2	2.7
Mean Overall Score											9.4/5=1.88
Correlation											Medium

Mean Overall Score = Sum of Mean Score COs / Total Number of COs	
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. U. SYED AKTHARSHA