Jamal Mohamed College (Autonomous)

COLLEGE WITH POTENTIAL FOR EXCELLENCE
Accredited (3rd Cycle) with 'A' Grade by NAAC
DBT Star Scheme & DST-FIST Funded
(Affiliated to Bharathidasan University) TIRUCHIRAPPALLI-20

Jamal Institute of Management

(Approved by AICTE, New Delhi)

Since 1951

M.Phil.
(Semester Pattern)

Curriculum & Syllabi
(From 2017-18 onwards)

MASTER OF PHILOSOPHY IN MANAGEMENT STUDIES

(Semester Pattern)

Programme Objectives

This M.Phil Programme is structured for Post Graduate students of Management to evolve as Master of Philosophy in Management Studies. The Programme gives an insight about Research Methodology with special emphasis on Statistical Techniques. Advanced Strategic Management covers areas of Strategic Management, Financial Management, Strategic HRM and Strategic Marketing. A guide paper focuses on the area of research. In order to practice teaching, a special paper entitled on Teaching, Learning Process Technology s also included to impart the intricacies of teaching.

Programme Outcomes: On completing this programme, the students will develop

- Skills in Teaching

- Knowledge in Research Tools

- Carry out a project work and prepare the report

- Knowledge in strategies of Management

JAMAL INSTITUTE OF MANAGEMENT
JAMAL MOHAMED COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI

M.PHIL (MANAGEMENT) PROGRAMME – COURSE STRUCTURE
(Effective from 2017 – 2018 Batch onwards)

Semester	Subject code	Course	Subject Title	Hours/ Week	Credit	CIA Marks	SE Marks	Marks
I	17MPMBA1C1	Core -I	Research Methodology	4*	4	40	60	100
	17MPMBA1C2	Core - II	Advanced Strategic Management	4*	4	40	60	100
	17MPMBA1C3	Core - III	Guide Paper (Based on Research Topic)	4*	4	40	60	100
	17MPMBA1C4	Core - IV	Teaching Learning Process and Technology	4*	4	40	60	100
	TOTAL			16	16	160	240	400
II	17MPMBA2PW		Project Work**	-	8	-	-	200
	GRAND TOTAL			-	24	-	-	600

*One hour Library for each course

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

RESEARCH METHODOLOGY

Course Code: 17MPMBA1C1	**Max.Marks:100**
Hours/week: 4	**Internal Marks: 40**
Credit : 4	**External Marks: 60**

OBJECTIVE:
To enable students to:
*   Become knowledgeable of the research process and its different approaches. Develop critical thinking to find research opportunities and to solve societal/management issues.

OUTCOMES:
*   Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
*   Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
*   Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
*   Conceptualize the research process

UNIT - I   INTRODUCTION   (12 Hrs)
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 Hrs)
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 Hrs)
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 Hrs)
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 Hrs)
Meaning of Interpretation – Techniques – Techniques precaution in Interpretation of Report Writing – #Basics of Report Writing – Language and Format – Layout and Contents#.

 #   #Self study portion.

TEACHING PEDAGOGY: Lecture, Hands on Session

Lab Session: Practical sessions on SPSS to be conducted every week for CIA Evaluation.

REFERENCE BOOKS
1.   Sekaran, Uma. Research methods for business: A skill building approach. John Wiley & Sons, 2006.
2.   Kothari, Chakravanti Rajagopalachari. Research methodology: Methods and techniques. New Age International, 2004.
3.   RanjitKumar ,Research Methodology, Sage Publications,2011.
4.   Blumberg, Boris F., Donald R. Cooper, and Pamela S. Schindler. Business research methods. McGraw-hill education, 2014.

ADVANCED STRATEGIC MANAGEMENT

Course Code: 17MPMBA1C2   **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.

OUTCOMES:
On successful completion of this course students will be able to:
- Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning.
- Apply understanding of the theories, concepts and tools that support strategic management in organizations.
- Individually and collaboratively evaluate and synthesize information and existing knowledge from numerous sources and experiences.
- Apply appropriate tools, theories and concepts to analyse strategic issues in organization and to develop strategies for implementation.
- Participate constructively in team situations to complete shared tasks and meet agreed deadlines.

UNIT - I   STRATEGIC MANAGEMENT   (12 Hrs)
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 Hrs)
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 Hrs)
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 Hrs)
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 Hrs)
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

TEACHING PEDAGOGY: Lecture, Case Studies, Discussion

REFERENCE BOOKS
1. Charles W.H. Hill, Gareth R.Jones. Strategic Management – An Integrated Approach. Sixth Edition. Indian Adaption.
2. James C.VanHorne Financial Management and Policy, 12th edition 2002. Pearson publication .
3. Jauch L.R. & Glueck W.I. Business policy and Marketing Management.McGraw-Hill Education; 4Rev Ed edition.
4. Charles R.Greee Strategic Human Resource Management A General Managerial approach ,Texas Christian University, Pearson Education Asia 2001.
5. S.C.Gupta Advanced Human Resource Managemnt Strategic perspective, Ane Books India   2008.

TEACHING LEARNING PROCESS AND TECHNOLOGY

Course Code: 17MPMBA1C4   **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.

OUTCOMES:
- This subject fulfills its core objective for the students especially aim to enter into the teaching field.
- Its Ultimate feature is to equip them to enhance their individual skills as well as Computer skills.
- Beyond that, it deeply concentrates on human psychology relates with educating and motivating students.

UNIT- I   HEGHER EDUCATION AND LEARNING   **(12 Hrs)**
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 Hrs)**
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 Hrs)**
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 – Formatting 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 Hrs)**
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 Hrs)**
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

TEACHING PEDAGOGY: Lecture, Case Studies, Discussion

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

REFERENCE BOOKS

1. Kumar, K.L. Educational Technology, New Delhi: New Age International (p) Ltd ,1997.
2. Sampathkumar, K.,Paneerselvam, A and Santhanam, S. Introduction to Educational Technology, New Delhi: Streling publishers(pvt).Ltd, 1990.
3. Tony Bates, A.W. Technology, e-Learning and Distance Education, New York: Rutledge, 2005.
4. Kakkar, S. B. "Influence of teacher training on trainees attitudes." Indian Educational Review 5.1 (1970).
5. S.K. Mangov General Psychology, Sterling publishers private limited.