

# **Jamal Mohamed College (Autonomous)**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Accredited (3<sup>rd</sup> 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)



## **M.Phil.**

*(Semester Pattern)*

## ***Course Structure & Syllabi***

*(From 2020-21 onwards)*

## ***Programme Objectives – M.Phil.***

1. To develop creativity skills, innovative thinking and motivate passion to read.
2. To motivate to develop independent learning throughout the life.
3. To develop advanced research skills and enable them to demonstrate their knowledge and concepts.
4. To enable them to manage information effectively including the application of research methodology.
5. To make them committed to research ethics, code of practice and moral virtues.

## ***Programme Outcomes***

### ***M.Phil. Scholars of Management Programme***

1. - Will be fostered with intellectual creativity, passionate reading and innovative thinking.
2. - Will be motivated for lifelong independent learning and pedagogical skills.
3. - Will be encouraged to involve themselves in advanced research techniques to demonstrate their understanding of knowledge and concepts.
4. - Will be enabled to manage information effectively including the application of research methodology, library and other technical facilities to compare and contrast events, issues, ideas and arguments effectively.
5. - Will be committed to research ethics, code of practice and moral virtues.

## ***Programme Specific Outcomes***

1. The Students will become creative and innovative thinking.
2. The Students continue to develop pedagogical skills and learn independently.
3. Involved in advanced research techniques to exhibit their understanding of knowledge and concepts.
4. Students will manage information effectively including research methodology, usage of library and other facility.
5. Students will commit to research ethics and code of practice including moral values.

**M.PHIL. - MANAGEMENT STUDIES**

Semester	Subject code	Course	Subject Title	Hours/Week	Credit	CIA Marks	ESE Marks	Marks
I	20MPMS1CC1	Core - I	Research Methodology	4*	4	25	75	100
	20MPMS1CC2	Core - II	Advanced Strategic Management	4*	4	25	75	100
	20MPMS1CC3	Core - III	Teaching and Learning Skills	4*	4	25	75	100
	20MPMS1CC4	Core - IV	Guide Paper (Based on Research Topic)	4*	4	25	75	100
	<b>TOTAL</b>				<b>16</b>	<b>16</b>	<b>100</b>	<b>300</b>
II	20MPMS2PD		Dissertation**	-	8	-	-	200
<b>GRAND TOTAL</b>				<b>-</b>	<b>24</b>	<b>-</b>	<b>-</b>	<b>600</b>

\*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

**SEMESTER I: CORE I  
RESEARCH METHODOLOGY**

**Course Code: 20MPMS1CC1**  
**Hours/week: 4**  
**Credit : 4**

**Max.Marks:100**  
**Internal Marks: 25**  
**External Marks: 75**

**UNIT - I**

**(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, Formation and Generation – #Review of Literature Nature and Purpose, Ethics in Research#.

**UNIT - II**

**(12 Hours)**

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.

**UNIT – III**

**(12 Hours)**

Data Collection Procedures : Sources of Data, procedures (Interviews, Observation and Questionnaires) Data Preparation, Massaging – Data Analysis and #Graphical Methods (Stem and Leaf Display, Box Plots and 2, 3 Dimensional Plots) #- Bivariate Analysis – Correlation and Simple Linear Regression Model.

**UNIT - IV**

**(12 Hours)**

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 & AMOS package.

**UNIT - V**

**(12 Hours)**

Meaning of Interpretation – Techniques – Techniques precaution in Interpretation of Report Writing – #Basics of Report Writing – Language and Format – Layout and Contents# - \*Citation Patterns – Plagiarism.\*

# **#Self-study portion.**

\*.....\* **Swayam Content:** Research Methodology, Prof. G.S.Bajpai, National Law University, New Delhi.

**Text Books:**

- TB 1.** Joseph F Hair, Barry J. Babin, Rolph E. Anderson, William C. Black, Multivariate Data Analysis, Cengage Learning India Pvt. Ltd.; 8<sup>th</sup> Edition, 2018
- TB 2.** Kothari, Chakravanti Rajagopalachari. Research methodology: Methods and techniques. New Age International, 2004.
- TB 3.** K.N. Krishnaswamy , Appa Iyer Sivakumar & M. Mathirajan, Management Research Methodology, Pearson Education Ist Edition, 2006.

<b>Unit – I</b>	Chapter – 1, 2	-	T.B 2
<b>Unit – II</b>	Chapter – 10, 11	-	T.B 3
<b>Unit – III</b>	Chapter – 12,13,14, 15	-	T.B 3
<b>Unit – IV</b>	Chapter – 4,5,6,7,8,9	-	T.B. 1
<b>Unit – V</b>	Chapter – 14	-	T.B. 2

**Reference Books:**

1. Sekaran, Uma. Research methods for business: A skill building approach. John Wiley & Sons, 2006.
2. RanjitKumar, Research Methodology, Sage Publications,2011.
3. Blumberg, Boris F., Donald R. Cooper, and Pamela S. Schindler. Business research methods. McGraw-hill education, 2014.

**Course Outcomes:** After taking this course the students will be able to

- CO1. Gain familiarity with a phenomenon to achieve insights by identifying right research problem, process and kinds of research ethically and solutions to meet the future needs, culture values and challenges.
- CO2. Develop understanding to identify right sampling technique to analyze the real time Business problems and common human issues.
- CO3. Have basic awareness to collect information from right source and testing the assumptions to attain the legal and social issues in various business problems.
- CO4. Have adequate knowledge on multivariate analysis.
- CO5. Expertise in report writing based on the research findings and identifies future direction for research.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code	Title of the Paper					Hours	Credits			
I	20MPMS1CC1	Research Methodology					4	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓			✓		✓		✓	
CO3	✓	✓		✓		✓	✓	✓	✓		
CO4			✓	✓	✓			✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Number of Matches= 38, Relationship : High											

**Prepared By:**

**Checked By**

**1. Dr.G. SIVANESAN**

**1. Dr.G.S.DAVID SAM JAYAKUMAR**

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

**SEMESTER I: CORE II**  
**ADVANCED STRATEGIC MANAGEMENT**

**Course Code: 20MPMS1CC2**

**Hours/week: 4**

**Credit : 4**

**Max.Marks:100**

**Internal Marks: 25**

**External Marks: 75**

**UNIT - I**

**(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: \*Porter's framework, complements, strategic groups and key success factors , concept of value chain.\*.

**UNIT - II**

**(12 Hours)**

Strategic Financial Management – Meaning – Features-Basic premises of SFM– Levels of Corporate strategy-capital structure theories – optimum capital structure – Specific and Composite cost of capital -working capital management -Estimation of working capital management- evaluation of capital budgeting under uncertainty.

**UNIT - III**

**(12 Hours)**

Business Strategy, Role of Marketing Strategies, Marketing Strategies for New Market, Growth, 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**

**(12 Hours)**

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 – Recent Trends in Strategic Human Resource Management.

**UNIT - V**

**(12 Hours)**

Service Sector Strategy – Objectives and Scope – Competitive Strategy Prevailing in Tele Communication – Banking – Insurance – Education – Tourism – Hotel – Hospitality.

**#...# Self-study portion**

**\*...\* Swayam Course Content:** Strategic Management, Indian Institute of Management Bangalore (IIMB)

**Text Books:**

- T.B-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 15<sup>th</sup> ed 2018.
- T.B - 2** Rajni Gyanchandani, Strategic Human Resource Management, Nirali Prakashan, 2018.
- T.B - 3** Prasanna Chandra, Strategic Financial Management Mc Graw Hill Education, Private Limited, New Delhi 2017.
- T.B – 4** Upendra Singh Panwar , Raj Kumar , Nilanjan Ray , Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector (Advances in Marketing, Customer Relationship Management, and E-Services) IGI Global; Netaji Mahavidyalaya, India, 1<sup>st</sup> ed 2016.
- T.B - 5** Sofat Rajni , Hiro Preeti, Strategic Financial Management, PHI Learning Private Limited , Delhi, 2<sup>nd</sup> ed 2015.
- T.B -6-** Charles W. L. Hill , Gareth R. Jones , Strategic Management: An Integrated Approach South Western Cengage Learning, USA, 10<sup>th</sup> edition ,2012.

**Unit I :** Chapter 1, 4 **T.B -1,** Chapter 10 **T.B -3**

**Unit II:** Chapter 1, **T.B-5** , Chapter 6 **T.B-3**

**Unit III :** Chapter 8 **T.B -6**

**Unit IV:** Chapter 1 **T.B- 5**

**Unit V:** Chapter 4, Chapter 5 **T.B- 4**

**Books for Reference:**

1. CA (Dr.) K.M. Bansal , CA Anjali Agarwal Taxmann's Scanner Cum Compiler-Strategic Financial Management (CA-Final-New Syllabus) 2<sup>nd</sup> ed, January 2020.
2. Catherine Boiley, David Monkin, Care Kelliher and Thomas Garavan, Strategic Human Resource Management, Oxford University Press, 2<sup>nd</sup> ed 2018.
3. Charles W.H. Hill, Gareth R.Jones. Strategic Management – An Integrated Approach. 12<sup>ed</sup> Indian Adaption 2016.
4. James C.VanHorne Financial Management and Policy, Pearson publication 13<sup>th</sup> ed 2008.
5. S.C.Gupta Advanced Human Resource Managemnt 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.

**Course Outcomes:** After taking this course the students will be able to

- CO 1. Understand the Dynamic Nature of Business and the Role of Strategic Management in Generating and Sustaining Competitive Advantage.
- CO2. Evaluate the Financial Proposals through Capital Budgeting Techniques, Efficient Estimation of Working Capital for better Financial Decisions.
- CO 3. Acquire comprehensive knowledge in Business Strategy and Global Marketing Strategies.
- CO 4. Familiarize with formulation of HR Strategy and analyses the Current issues in HRM for better management of work force.
- CO 5. Practice the strategies related to service sector for different services in order to face the Competition and improve the value of the firm.

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code	Title of the Paper					Hours	Credits			
I	20MPMS1CC2	Advanced Strategic Management					4	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	-	✓	-	✓	✓	✓	✓	✓	-	✓	
CO3	✓	-	-	✓	-	✓	-	✓	-	✓	
CO4	-	✓	✓	-	✓	-	✓	-	✓	-	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 36, Relationship : High											

Prepared by:

1. Dr. M.A. SHAKILA BANU

Checked by:

1.Dr.S.A. LOURTHURAJ  
2.Dr.PL.SENTHIL

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

**SEMESTER I: CORE III**  
**TEACHING AND LEARNING SKILLS**

**Course Code : 20MPMS1CC3**

**Hours/week : 4**

**Credit : 4**

**Max Marks: 100**

**Internal Marks: 25**

**External Marks: 75**

**UNIT I**

**(12 Hours)**

Teaching – Meaning, Definition, Nature, Importance, Variables, Levels, \*Methods, Principles\*, Types, Distinguish teaching strategies from teaching methods, Simulated teaching – Meaning, Team Teaching – Objectives, advantages, Limitations. #Micro teaching – Meaning, Merits, Demerits#.

**UNIT II**

**(12 Hours)**

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),

**UNIT III**

**(12 Hours)**

Information and communication Technology (ICT) – Meaning, Origin, growth, Uses and Roles - MS Excel: Excel Basics-Working with Charts -Loan Calculations- Investment Calculations- Lookup Functions- What-If- Analysis –Time Sheet - 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.

**UNIT IV**

**(12 Hours)**

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. Unit V

**UNIT V**

**(12 Hours)**

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.

**#...#Self-study portion**

**\*...\* Swayam course content**

1. Educational Technology, Dr. Naziya Hasan, CEC and Manipur University.
2. Psychology of Development and Learning – Dr. A. Hameed, University of Calicut, Kerala.
3. ICT skills in Education, Dr. Ismail Thamarasseri, Central University of Kashmir.



### **Text Books:**

- T.B-1:** S.K. Mangal, ShubhraMangal, “Learning and Teaching” PHI Learning Private Limited, NewDelhi 2019.
- T.B-2:** Dr. A.B. Bhatnagar, Dr. Anurag Bhatnagar, Smt. Neha Bhatnagar, “Educational Technology and ICT”, R. Lal Publisher BOOKMAN, Uttar Pradesh, First edition (2016).
- T.B-3:** J.C. AGGARWAL, “Essentials of Educational Technology – Innovation in Teaching Learning”, Vikas Publishing House Private Limited, Uttar Pradesh, Third edition (2014).
- T.B-4:** J.C. AGGARWAL, “Essentials of Educational Psychology”, Vikas Publishing House Private Limited, Uttar Pradesh, Third edition (2014).
- T.B- 5:** John Walkenbach, Microsoft Excel 2010, Wiley Publishing, Inc. 2010
- T.B-6:** Ameila Griggs, Microsoft PowerPoint 2016 2013 2010, Createspace Independent Publishing Platform, 2018
- T.B -7:** George Koch & Kevin Loney, “ORACLE The complete reference”, TMH, New Delhi, 2002

### **Books for Reference:**

1. Dr. S. C. Oberoi, “Learning and Teaching” LAXMI BOOK DEPOT, Vijayawada, 2018.
2. Thamarasseri, I. (2017). Multimedia in Education. New Delhi: APH Publishing Corporation
3. Thamarasseri, I., Jan, M.A., & Bhat, A.M. (2018). Computer Fundamentals. Kindle eBook & Paperback.
4. Ahuja, M &Bhushan, A, “Educational Technology: Theory and Practice Teaching Learning Process”, Bawa Publications, Patiala, 2012.
5. Sachedeva, M.S, A New Approach to Teaching Learning, Process and Evaluation Tandon Publications, Ludhiana, 2013.
6. Jeanne Ellis Ormrod, Eric M. Anderman, Lynley H. Anderman, “Educational Psychology: Developing Learners”, Pearson India Education Services Pvt. Ltd. Bengaluru, 10<sup>th</sup> edition, 2019.
7. Curtis D. Frye, Microsoft Excel 2013 Step by Step, Online Training Solutions Inc.,2013
8. Bittu Kumar, Microsoft Powerpoint 2010, V & S Publishers, 2017
9. Kevin Loney, Oracle database 11g The complete Reference, TMH, 2008

**UNIT 1:** Chapter 14-17, 19-23– **T.B - 1**

**UNIT II:** Chapter 1,2,9-12 - **T.B – 1**

**UNIT III:** Chapter 29 - **T.B – 1**, Unit 3, 4 - **T.B – 2**, Chapter 1,12, 14, 15, 18, 36,**T.B-5**, Chapter 1, 3, 4, **T.B-6**, Chapter3, 6, **T.B-7**

**UNIT IV:** Chapter 1,16,25,26 - T.B – 3

**UNIT V:** Chapter 1,15,27 - 2 – T.B – 3

**Course Outcomes:** After taking this course the students will be able to

- CO 1. Design and execute right strategies for teaching methodology to integrate functional areas of management.
- CO 2. Develop understanding on learning strategies to integrate skills and knowledge in the contemporary human issues.

- CO 3. Utilize the latest information and communication technologies for noticeable changes in teaching learning process.
- CO 4. Have basic knowledge in educational technology to utilize digital technologies in Learning process.
- CO 5. Understand student's psychology to match educational psychology

**Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:**

Semester	Code	Title of the Paper					Hours	Credits			
I	20MPMS1CC3	Teaching and Learning Skills					4	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	
CO2	✓	✓	✓	-	-	✓	-	✓	-	✓	
CO3	✓	✓	-	✓	-	✓	✓	✓	✓	-	
CO4	-	-	✓	✓	✓	-	-	✓	✓	✓	
CO5	✓	✓	✓	-	✓	✓	✓	✓	-	✓	
Number of Matches= 36, Relationship : High											

**Prepared By:**

**1. Dr.A. SELVARANI**

**Checked By**

**1. Dr.U. SYED AKTHARSHA**

**Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high