

# **JIWAJI UNIVERSITY, GWALIOR**



## **MASTER OF PHILOSOPHY**

In

### **MANAGEMENT**

#### **SYLLABUS AND EXAMINATION SCHEME**

**BATCH 2017-2018**

SCHOOL OF STUDIES IN MANAGEMENT  
JIWAJI UNIVERSITY, GWALIOR-474002 (M.P.)

**MASTER OF PHILOSOPHY  
SYLLABUS AND EXAMINATION SCHEME  
(THREE SEMESTER PROGRAMME)  
w.e.f. July, 2017**

**SEMESTER- I**

Paper Code	Course	Marks		Max. Marks
		Internal	External	
M.Phil. 101	Research Methodology	20	80	100
M.Phil. 102	Marketing Management and Sales Promotion/ Human Relations and Organization Behaviour / Financial Management/ Consumer Behaviour (Select any one Paper out of five Papers)	20	80	100
<b>TOTAL</b>				<b>200</b>

**SEMESTER- II**

Paper Code	Course	Marks		Max. Marks
		Internal	External	
M.Phil. 201	Quantitative Techniques	20	80	100
M.Phil. 202	Seminar	100	-	100
<b>TOTAL</b>				<b>200</b>

**SEMESTER- III**

Paper Code	Course	Marks		Max. Marks
		Internal	External	
M.Phil. 301	Dissertation	-	200	200
M.Phil.302	Viva-Voce on Dissertation	50	50	100
<b>TOTAL</b>				<b>300</b>
<b>GRAND TOTAL</b>				<b>700</b>

**IMPORTANT NOTES :**

1. A candidate who fails in any paper or all the papers may be allowed to appear as an Ex-student in the concerned subject in which he has failed.
2. Passing marks shall be 50% in total of three theory papers, seminar, dissertation and viva-voce examination, separately.
3. The Dissertation will be submitted by the student in III<sup>rd</sup> semester under the supervision of faculty member of the School of Commerce And Business Studies.
4. Three copies of the dissertation shall be submitted for evaluation. The external examiner shall evaluate the dissertation and open viva-voce examination will be jointly conducted by external and internal examiners.
5. Hindi and English is the medium of examination.
6. One Internal test during I<sup>st</sup> and II<sup>nd</sup> semester (Paper M.Phil. 101, 102, 201) will be conducted by the teacher concerned and the sessional/test marks will be finalized by the teacher concerned. The internal assessments marks shall be based on:

(i) One Internal Test

20 Marks

TOTAL **20 Marks**

7. Seminars during the II<sup>nd</sup> semester will be conducted by the teacher concerned and marks will be finalized by the teacher concerned.
8. School of Studies reserves the right not to offer those optional courses to the students of M.Phil. (Commerce) for which adequate number of students are not available in the optional papers. The decision of the Head of the School of Studies will be final in this matter.

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## M.PHIL. 101: RESEARCH METHODOLOGY

**Max. Marks : 100**

**External : 80**

**Internal : 20**

- UNIT - I** Business Research, Meaning, nature and Types of Research. Research Process, Meaning Identification, Selection and Formulation of Research Problem, Sources of Research Problem, Variable and Types of Variables.
- UNIT - II** Meaning of Research Design, Need for Research Design, Features of a Good Research Design, Types of Research Designs – Exploratory, Descriptive, and Experimental, Hypothesis – Concept, Sources and Types, Formulation of Hypothesis.
- UNIT - III** Concept and Sources of Primary Data and Secondary Data and its uses in Research, Questionnaires, Interviews and Surveys, Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of Scales.
- UNIT - IV** Data Analysis Using Statistical Packages, Hypothesis Testing – Parametric and Non-Parametric Tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between two or more than two levels of an independent variable, Analysis of Designs with more than one Independent Variable, Analysis of Relationships, Statistical Inferences for one or two samples. Chi-square Tests, Analysis of Covariance (Ancova) and Use of Multivariate Analysis in Business Research.
- UNIT-V** Research Report : Types of Reports and Characteristics of a Research Report, Formulation of Research Report, Layout of Research Report, Utility and Limitations of Research Report, Footnote, Reference and Bibliography.
- SPSS Package –An introduction of SPSS package, Data types in SPSS, Preparing data for analysis, SPSS data entry, Data analysis, SPSS base, SPSS missing value analysis, SPSS Regression Models, SPSS advanced models, SPSS categories, SPSS Trends, SPSS exact tests SPSS Tables, SPSS report writer.

**Suggested Readings:**

- Naresh K. Malhotra, *MARKETING RESEARCH: AN APPLIED ORIENTATION*, Pearson Education, Asia.
- Paul E. Green & Donald S. Tull, *RESEARCH FOR MARKETING DECISIONS*. PHI Learning Private Limited, New Delhi, 2009
- Donald R. Cooper & Schindler, *MARKETING RESEARCH CONCEPT & CASES*, Tata McGrawHill Publishing Company Limited, new Delhi, 2006

## M.PHIL. 102: MARKETING MANAGEMENT AND SALES PROMOTION

**Max. Marks : 100**

**External : 80**

**Internal : 20**

**Unit - I** Concept of Marketing and Marketing Management, Meaning, Nature, Objective and importance, Difference between market and marketing, Retailing and selling. Functions of marketing management Role of marketing in economic development. Indian Marketing, Environment Marketing mix, marketing planning, Planning process, Market Segmentation; its concept, Nature and bases.

**Unit - II** Marketing Information System : Concept, need and components, Marketing Research Concept, Objectives and process.

Sales forecasting: Role, Factors and Steps. product planning and development, Product classification, Product life Cycle, Product Positioning and diversification, Development of New Product.

**Unit - III** Product Branding and packaging Product pricing decision, methods of Price Determination, new Product Pricing policies, Resale price maintenance. Challenges before modern Marketing in India, Marketing and Social responsibility, marketing Ethics.

**Unit - IV** Concept and significance of sales promotion, Sales promotion Programmes and strategies. Sales Management : Meaning, objective, Recruitment and selection, Training Compensation to sales staff. Personal selling : Role and significance, qualities of sales force, Personal selling process, Types of personal selling. Channels of Distribution : Concept Role, Classification and factors. Sales Intermediaries.Types and factors, concept and components of Physical distribution.

**Unit - V** Concept, Nature, Objectives and Importance of Advertisement. Effects of Advertising on production, Market, Consumers and Industrial Growth.Social effects and Ethical issues in Advertising.

Advertising process, media role and their selection, Advertising Message Measuring Advertisement Effectiveness : Objective and methods, Advertising Audit, Advertising Agency, Function, types and selection.

### **Suggested Readings:**

- Philip Kotler, *Marketing Management - Analysis, Planning, Implementation and Control*, Prentice Hall of India.

- M.M. Varma& R.K. Agarwal, *Marketing Management*, Forward Publishing Company
- R.S. Davar, *Marketing Management*, Progressive Publications.
- RakeshKhurana& A.N. Ravichandra, *Strategic Marketing Management - Concepts & Cases*, Global Business Press.

## M.PHIL. 102: HUMAN RELATIONS AND ORGANIZATIONAL BEHAVIOUR

Max. Marks : 100

External : 80

Internal : 20

- Unit - I** Concepts, Nature and Determinants of organization behaviour, Models of organization behaviour, Challenges and opportunities for organization behaviour, Meaning and Importance of Individual behaviour, natural Process of perception, Components of Learning, Principles and Theories of Learning.
- Unit - II** Values and attitudes - Concepts, Types and sources, Measurement of Attitude, Defining and classifying groups, stages of Group Development, Group Structure, Group processes, Group Dynamics, Group V/S Team, Team Effectiveness, Group And Intergroup Relations.
- Unit - III** Emerging perspective of Motivation, concepts and Types of motivation, theories of Motivation - Mallow's Hierarchy of needs, Herzberg's two factor theory, ERG Theory, Vroom's expectancy theory, equity theory, reinforcement theory and behaviour Modification.
- Unit - IV** Nature and significance of leadership, leadership in Different Cultures, Leadership Theories : Trait Theories, Behavioral Theories - Ohio State Studies, Michigan Studies, and Managerial Grid. Fielder's Contingency Model, Hersey and Blanchard's situational Theory, path Goal Theory, Leadership Styles and transformational Leadership.
- Unit - V** Transitions in conflict thought, functional versus Dysfunctional conflict, conflict Process, conflict Management Techniques, negotiation Process concept of Organizational culture, Relationship of Culture with Organizational behavior, national and Global culture, Levels of Organizational Culture. Organizational change and Development-forces of changes, Resistance to change, Process for planned Organizational change, Change cycles and techniques of Organizational Development.

### Suggested Readings:

- Fred Luthans, *Organisational Behaviour*, McGraw Hill Book Co., 1995.
- Stephen P. Robbins, *Organisational Behaviour*, Prentice Hall, 1997.
- Keith Davis, *Human Behaviour at Work*, McGraw Hill Book Co., 1991
- Gregory Moorehead and R.S. Griffin, *Organisational Behaviour: Managing People and Organisations*, Jaico, 1994.



## M.PHIL. 102: FINANCIAL MANAGEMENT

Max. Marks : 100

External : 80

Internal : 20

- Unit - I** Financial Management – Introduction, concept of finance functions, Types of Financial Decisions, Importance, Objective organization and responsibility of finance Management.
- Unit - II** Financial Planning, Capitalization, over and under capitalization, capital structure, Trading on equity.
- Unit - III** Leverage Analysis: Operating and financial, long term medium term, short term requirement sources of funds Share Capital & Debenture.
- Unit - IV** Cost of capital: objectives, Types and Analyses, Dividend Decision Policy, Management of Income and Ploughing back of profits.
- Unit - V** Management of working capital, Management concepts of working capital, significance of working capital, sources of working capital, methods of working capital control techniques of cash, receivable, Inventory.

### Suggested Readings:

- I.M. Pandey, *Financial Management*, Vikas Publication House, 8th Ed., 2009
- M.Y. Khan and PK Jain, *Financial Management*, Delhi, TMH, 4th Edition, 2007
- Brigham, *Fundamentals of Financial Management*, 10th, edition 2008, Cengage Learning,
- Kulkarni, *Financial Management*, 2008, Himalaya Publishing House
- Sharan.V. *Financial Management*, Pearson Education; Second Edition, New Delhi.
- Chandra Bose *Fundamentals of Financial Management*, PHI, 2009

## M.PHIL. 102: CONSUMER BEHAVIOUR

**Max. Marks : 100**

**External : 80**

**Internal : 20**

- Unit - I** Introduction, meaning and significance of consumer behaviour, determinants of consumer behaviour, consumer behaviour Vs Buyers behaviour consumer buying process, consumer movement in India.
- Unit - II Organisational Buying behaviour and consumer research: Characteristics, process and determinants of organisational buying behaviour. Concept, History, objectives and process of Consumer Research.
- Unit - III Consumer needs and motivations: Types and systems of consumer needs. Meaning of motivation, needs and goals, Dynamic nature of consumer motivation. Measurement of motives and Development of Motivational Research.
- Unit - IV Personality and consumer behaviour: Concept of personality, theories of personality, personality and understanding consumer diversify, self and self-images.
- Unit - V Social class and consumer Behavior: Meaning, Need, measurement and lifestyle profiles of the social class, Social class Mobility, Affluent and Non affluent consumer selected consumer behaviour applications of social class.

### **Suggested Reading:**

- Leon G. Schiffman and Joseph L. Wisenblit, *Consumer Behavior* 11th Edition Person.
- Bennet and Kassarian, *Consumer Behavior* , Prentice Hall of India, New Delhi
- Michael R. Solomon, *Consumer Behaviour*, PHI Learning Private Limited, New Delhi, 2011
- Ramanuj Majumdar, *Consumer Behavior* , Prentice Hall of India, New Delhi, 2011
- Loudon and Della Bitta, *Consumer Behaviour: Concepts and Applications*, Tata McGraw Hill. New Delhi, 2007
- Berkman & Gilson, *Consumer Behaviour: Concepts and Strategies*, Kent Publishing Company.

## M.PHIL. 201: QUANTATIVE TECHNIQUES

**Max. Marks : 100**

**External : 80**

**Internal : 20**

<b>UNIT - I</b>	Techniques of Data Analysis: Univariate Techniques, Multivariate Techniques, Use of Central Tendency, Dispersion, Standard Deviation and Skewness.
<b>UNIT-II</b>	Hypothesis testing I: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.
<b>UNIT-III</b>	Hypothesis testing; Chi-square Test; Partial and Multiple Correlation, Multiple Regression Analysis; Design of experiments.
<b>UNIT-IV</b>	Non parametric methods: Runs Test, Sign Test, K.S. Test for Goodness of fit, Two sample Test : Median Test, Mann-Whitney U Test, W.W. Runs Test, Two Matched Pairs Test, K. Sample Test.
<b>UNIT V</b>	Factor Analysis, Cluster Analysis and Discriminant Analysis

### Suggested Readings:

- Anderson, *Statistics for Business & Economics*, 9th edition, Cengage Learning, India.
- David Levine, T. Krenbil, P.K. Viswanathan, *Business Statistics*, Pearson Education, 2008.
- S.P. Gupta, "*Statistical Methods*", New Delhi, Sultan Chand and Sons, 2007

### **M.PHIL. 202: Seminar**

**Max. Marks : 100**

**Internal : 100**

Seminars during the II semester will be conducted by the teacher concerned and marks will be finalized by the teacher concerned.

### **M.PHIL. 301: Dissertation**

**Max. Marks : 200**

**External : 200**

1. The Dissertation will be submitted by the student in III semester under the supervision of faculty member of the School of Studies in Management.
2. Three copies of the dissertation shall be submitted for evaluation. The external examiner shall evaluate the dissertation and open viva-voce examination will be jointly conducted by external and internal examiners.