

Ph.D. Programme in Management (with effect from AY 2012-13)
(Full time - One Semester)

M.Phil. Programme in Management (With effect from AY 2008-09)
(One Year - Full time - Two semesters)

The Scheme and Courses of Study

	<u>Marks (For M.Phil. Programme)</u>
Paper 1: Research Methodology	100
Paper 2: Contemporary Issues In Marketing & Human Resource Management	100
Paper 3: Contemporary Issues In Financial & Operations Management	100
Paper 4: Dissertation and viva-voce examination:	300

Note:

(For Ph.D. Programme)

The candidates will undergo Paper 1,2, & 3 (content courses) followed by thesis submission and viva-voce examination. In each of the above three papers (content courses) there will be assignments and seminars (no marking system).

(For M.Phil. Programme)

1. In each of the above three papers (content courses), there shall be a continuous assessment comprising of assignments, tests and seminars.
2. Out of 100 marks for each of the 3 papers, continuous assessment shall be for 50 marks and final examination shall be for 50 marks.
3. Out of 300 marks for dissertation, 200 marks shall be for the dissertation and 100 marks for viva-voce examination.
4. Each student shall be evaluated in content courses consisting of a total of 300 marks.
5. On successful completion of content courses (i.e. 50% of total marks) the candidate will be permitted to submit the dissertation.
6. The final result will be declared after the completion of the viva-voce examination.

**Ph.D. Programme in Management
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Syllabus

Paper 1: Research Methodology

Objectives:

To provide an understanding of how the research is to be conducted. To provide insights into the applications of research in the area of business/ social sciences.

Contents:

1. Nature and scope of Research methodology
2. Problem formulation and statement of research objective
3. Value and Cost of information
4. Organization structure for research
5. Research process
6. Research design
7. Research Design: Methods of data collection
8. Instrument Design Process
9. Scale Development Techniques
10. Qualitative research
11. Sample Design
12. Field Work and Tabulation of data (Data preparation and Description, Exploring, displaying, and examining data)
13. Analysis of Data (Multivariate Analysis)
14. Report Writing

References:

- 1 Cooper, D. R. and Schindler, P. S. *Business Research Methods*, New Delhi, McGraw-Hill, 2003
- 2 Boyd, H. W., Westfall, R. and Stasch, S. F. *Marketing Research : Text and Cases*, Homewood, Illinois, Richard Irwin, Inc., 1996
- 3 Zikmund, W. G. *Business Research Methods*, New Delhi, Cengage Learning, 2003
- 4 Aakar, D. A., Kumar, V. and Day, G. S., *Marketing Research*, New Delhi, John Wiley & Sons, 2007

*Other references will be provided by the faculty taking the Course

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Paper - II : Contemporary Issues In Marketing & Human Resource Management

Course Objectives:

To provide an understanding about the emerging areas in the field, that could then be taken up for research

Course Content:

1. Marketing at the Base of the Pyramid
 - Micro Finance
 - Public Private Partnership in serving low-income sectors
2. B2B Technology Marketing
3. Customer Relationship Marketing
4. Strategic and global human resource management
5. Emotional Quotient
6. Cross cultural research in HRM

References:

- 1) Anne-Wil Harzing and Joris Van Ruysseveldt, *International Human Resource Management*, Sage Publications, 2004
- 2) Goleman Daniel, *Emotional Intelligence: Why it can Matter More than IQ*, 1997
- 3) Parvatiyar A. & Sheth N., *Handbook of Relationship Marketing*, Thousand Oaks C.A., Sage, 2002
- 4) Prahalad C. K., *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*, Wharton School Publishing Paperbacks

*Other references will be provided by the faculty taking the Course

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Paper – III : Contemporary Issues In Financial and Operations Management

Objectives:

To understand the emerging Issues in the area, that could be taken up for research

Course Contents:

1. Service Operations Management
2. Logistics & Supply Chain Management
3. Total Quality Management
4. Corporate Restructuring
5. Investment Management
6. International Financial Management

References:

- 1) Bhatt Sridhar, *Essentials of Logistics & Supply Chain Management*, Himalaya Publishing House, 2007
- 2) Collier David, *Service Management: Operating Decisions*, Englewood Cliffs, New Jersey, Prentice Hall
- 3) Carruba, Eugene R and Gorden, R. D., *Product Quality Principles: Integrating Design Assurance & Quality Assurance*, New York, McGraw Hill, 1991
- 4) Bhalla V. K. , *Investment Management: Security Analysis & Portfolio Management*, S. Chand, New Delhi
- 5) Damodaran, A. *Corporate Finance*, Delhi, Wiley India (P.) Ltd., 2004
- 6) Shapiro, A. C., *Multinational Financial Management*, New Delhi, Prentice-Hall of India

*Other references will be provided by the faculty taking the Course
