

St. PETER'S UNIVERSITY

St. Peter's Institute of Higher Education and Research

(Declared under section 3 of UGC Act 1956)

Avadi, Chennai – 600 054.

M.Phil., (MBA)

(I and II SEMESTERS)



REGULATIONS AND SYLLABI M .Phil –MANAGENENT

M.PHIL MANAGEMENT

CURRICULAM

SEMESTER I

CODE NO	TITLE	CREDIT	MARKS		
			CA	EA	TOTAL
MSM1001	Emerging trends in Management	6	25	75	100
MSM1002	Research Methodology	6	25	75	100
	Elective	6	25	75	100
		18			

LIST OF ELECTIVES

CODE NO	TITLE	CREDIT	MARKS		
			CA	EA	TOTAL
MSM1003	Marketing Management	6	25	75	100
MSM1004	Financial Management	6	25	75	100
MSM1005	Human Resource Management	6	25	75	100

SEMESTER II

CODE NO	TITLE	CREDIT	MARKS		
			CA	EA	TOTAL
MSM1006	DISSERTATION	18	25	75	100

MSM 1001 – EMERGING TRENDS IN MANAGEMENT

UNIT I - EMERGING TRENDS IN GENERAL MANAGEMENT

Business Process Reengineering – Benchmarking – Management By Objectives & Exception – Management By Walking Around – Corporate Governance – Corporate social Responsibility – Business Adoption – Work-life balance

UNIT II - EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT

Socialization – 360 degrees appraisal – Flexi timing – Emotional Labour - Knowledge management - Employee engagement – Retention strategies - Outplacement

UNIT III- EMERGING TRENDS IN HUMAN MARKETING MANAGEMENT

Marketing Mix – Customer Relationship Management – Online and Web marketing –
Marketing ethics

UNIT IV - BEST PRACTICES IN FINANCIAL MANAGEMENT

Economic Value addition – Activity Based Costing – Depository Services - Derivatives
Marketing

UNIT V – EMERGING TRENDS IN OPERATION MANAGEMENT

Business Process Outsourcing – Enterprise Resources Planning - Kaizen – Automated Storage and Retrieval – Just - in – time inventory, Flexible manufacturing systems, Learn manufacturing, Supply chain management.

UNIT VI - EMERGING TRENDS IN SYSTEM MANAGEMENT

Business intelligence, Multidimensional analysis , Service oriented architecture, Pervasive computing – mobile based systems, network computing, embedded systems, Web collaboration - web 2.0, SaaS, Utility computing , Grid computing , Cloud computing

Total - 45

MSM 1002 RESEARCH METHODOLOGY

UNIT I – INTRODUCTION

9Research : Meaning – significance – purpose – types – scientific research - Steps in research: Identification, selection and formulation of research problems, research questions - research design – hypothesis formulation.

UNIT II - DATA COLLECTION

Data for research: Primary data - meaning, collection methods – observation – interview – questionnaire – schedule – scaling techniques – experiments – case studies, Secondary data – meaning, relevance, limitations.

UNIT III - SAMPLING

9Sampling: Meaning - sampling theory - types of sampling - steps in sampling - sampling design – sample size – sampling techniques and methods - sampling and non-sampling errors - advantages and limitations of sampling.

UNIT IV - DATA ANALYSIS

Data processing: Editing - coding - transcription and tabulation - Data analysis - meaning and methods - quantitative and qualitative analysis - an overview of parametric and non-parametric tests – application of advanced software packages.

UNIT V - REPORT WRITING

Research report: types of report - structuring the report – styles of reporting - steps in drafting reports - editing and evaluating the final draft report.

Elective Subjects

MPM 1003 - MARKETING MANAGEMENT

UNIT I

INTRODUCTION

Evolution of Marketing - Nature and Scope - Marketing Philosophies - Core concepts of Marketing - Marketing process - Marketing Mix.

UNIT II

ANALYSING MARKETS AND S-T-P STRATEGIES

Analysis of marketing opportunities - Marketing Intelligence - Competitors - Analysis of micro and macro environment - Understanding individual and industrial buyer behavior - Buying decision process - consumerism - Strategies for market segmentation, targeting and positioning.

UNIT III

MARKETING MIX STRATEGIES

Product planning - product life cycle - New product development - brand management – Packaging - Pricing strategies - Pricing methods - Distribution channel selection and management - Promotion Mix - Marketing Communication - Advertising - Personal selling – Sales force management - Sales promotion - Publicity and Public Relations.

UNIT IV

MARKETING RESEARCH

Types, process – tools and techniques – application of marketing research - product launching, demand estimation, advertising,, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, competitor analysis and related aspects - preparation of marketing research report - sample case studies.

UNIT V

OTHER AREAS OF MARKETING AND EMERGING TRENDS

International marketing - Rural Marketing - Online marketing - Web based marketing programmes - Marketing to non-profit organization - Marketing to organizations – Marketing of services - Event marketing - Emotional marketing - Holistic Marketing - Emerging and new trends and challenges to Marketers - Building customer satisfaction - Database marketing - Customer Relationship Management.

Total - 45

TEXT BOOKS

1. Philip Kotler: Marketing management (Millennium edition), Prentice Hall of India P(Ltd), New Delhi 2001.
2. Zikmund & Amico, Marketing South western, Thomson Learning 2000.
3. Sherleker S.A. Marketing Management, Himalaya Publishing, New Delhi.

REFERENCES:

1. Michael R. Czinkota & Masaaki Kotabe, Marketing management, Vikas Thomson learning 2000.
2. Douglas, J. Darumple marketing management John Wiley & sons, 2000.
3. NAG, marketing successfully A professional perspective, Macmillan 2001.
4. Boyd Walker, Marketing management, McGraw Hill, 2002.
5. Aakar Day, Kumar, Essential of Marketing Research.
6. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998

MSM 1004 FINANCIAL MANAGEMENT

UNIT – I

INTRODUCTION AND CAPITALISATION

Meaning, Definition of Financial Management . Objectives, scope and functions of Financial Management. Financial Planning - meaning and importance of Financial planning Capitalization – over capitalization - effects - remedies, under capitalization - causes - effects - remedies.

UNIT II

CAPITAL BUDGETING AND RISK ANALYSIS IN CAPITAL BUDGETING

Meaning and importance of Capital Budgeting - Pay back period method - Accounting rate of return method - Net present value method - Internal Rate of return and Profitability index - Capital Rationing. Appraisal of risky investment - certainty equivalent method – risk adjusted discount rate – sensitivity analysis – simulation – Decision tree approach.

UNIT III

COST OF CAPITAL AND CAPITAL STRUCTURE DECISION

Cost of capital – meaning and importance – cost of equity capital – cost of preference capital – cost of debt capital – cost of retained earnings – weighted average cost of capital. Capital structure – meaning – determinants – Leverages. Capital structure theories – Net income approach – Net operating income approach – Modigliani and Miller approach – Arbitrage process.

UNIT IV

LIQUIDITY AND DIVIDEND DECISIONS

Working capital management – meaning – concepts – need for working capital – determinants of working capital – Concentration banking – Lock box system. Dividend – meaning – types of dividend – types of dividend policy – determinants of dividend policy. Dividend theories – Walter’s Model – Gordon’s Model – Modigliani and Miller’s Hypothesis.

UNIT – V

TURN AROUND STRATEGIES, ACTIVITY BASED COSTING ECONOMIC VALUE ADDITION

Corporate sickness – meaning – causes – turn around strategies . Mergers & Amalgamations – meaning, advantages and limitations. Calculation of pre merger and post merger EPS and PE . Activity Based Costing- The concept of Economic Value Addition.

Total – 45

Text books:

1. I M Pandey, "Financial Management" , Vikas Publishing House Pvt.Ltd, 8th edition 1999.
2. James C Varnhorn, "Financial Management and Policy," Pearson Education Asia(Low Priced Edition)12th edition,2002.
3. Prasanna Chandra, " Financial Management – Theory and practice," Tata Mc Graw Hill Publishing Company Ltd.
4. M.Y.Khan and P.K.Jain, "Financial Management – Text Problems and Cases,"Tata Mc Graw Hill Publishing Company Ltd., 4th edition, 2004.
5. S.N.Maheswari, "Financial Management Principles and Practice, "Sultan Chand and Sons

Reference books

1. Aswat Damodaran, "Corporate Finance Theory and Practice," John Willey and Sons, 2000.
2. Hrishikes Bhattacharya, "Working Capital Management, Strategies and Techniques," Prentice Hall of India Pvt. Ltd, New Delhi 2001.

MSM 1005 HUMAN RESOURCE MANAGEMENT

UNIT I

INTROUDUCTION

Evolution of human resource management – Importance of the human factor – Objectives of human resource management – Scope of HRM Models – Role of human resource manager – Skills and qualities of HR manager – Human resource polices.

UNIT II

MAN POWER PLANNING & SELECTION

Importance of human resource planning – Forecasting human resource requirement – Man power planning techniques – Recruitment and Selection – Sources of recruitment - Selection process – Screening tests – Interviews – Placement – Induction – Orientation – Socialisation.

UNIT III

TRAINING AND DEVELOPMENT

Objectives of training – Training needs – Training methods – Benefits – Excutive development programmes - Common practices – Organisation development - Self development – Knowledge management.

UNIT IV

SUSTAINING EMPLOYEE INTEREST

Motivation – theories and application – Rewards – Job satisfaction – Job design – Empowerment of employees – Participative Management – Quality of work life – Flexi time – Career management – Development cycle – Need assessment – Protégé Relationship – Employee Compensation plans – Employee Benefits – Safety and Welfare.

UNIT V

PERFORMANCE EVALUATIONS AND CONTROL PROCESS

Job evaluation – Performance Appraisal , process, methods of performance evaluation – feedback – industry practices – Control process: Importance, Methods – Requirement of effective control systems – Career planning – Grievance: causes, Handling procedure – Types of industrial disputes – Machinery for settlement of disputes – Computer application in HRM.

TOTAL - 45

TEXT BOOKS

1. Decenzo and Robbins , Human Resource Management, Wilsey, 6th edition , 2001
2. Biswajeet Pattnayak, Human Resource Management, Prentice Hall of India, 2005.

REFERENCES:

1. Human Resource Management, Eugence Mckenna and Nic Beach, Pearson Education Limited,2002.
2. Dessler Human Resource Management, Pearson Education Limited,2002.
3. Mamoria C.B. and Mamoria S.Personal Management, Himalaya Publishing Company, 1997.
4. Wayne Cascio, Managing Human resource , McGraw Hill, 1998.
5. Ivancevich, Human Resource Management, McGraw Hill 2002.