

COURSES OF STUDIES

**FOR M.PHIL PROGRAM
MANAGEMENT STUDIES
(UNDER SEMESTER SYSTEM)
(Effective from January 2019)**



**SCHOOL OF MANAGEMENT
GANGADHAR MEHER UNIVERSITY,
AMRUTA VIHAR, SAMBALPUR,
ODISHA**

SEMESTER SYSTEM OF M.PHIL MANAGEMENT

SEMESTER - I

Paper- 611

SPECIALISATION

Total Mark: 100 (80+20)

CH= 4

COURSE -611-ADVANCED MARKETING MANAGEMENT

UNIT-1

Marketing – Basics, Present day importance of marketing in national and global context; Consumer Behaviour – Decision Making Perspectives, Improving the judgement process, Models of consumer behaviour; Marketing Information System – Marketing Research System and Marketing Decision Support System.

Research Methods in Marketing – Quantitative and Qualitative Research in Marketing, Attitude Measurement and Scaling Techniques, Product Research, Test Marketing, Advertising Research, Media Research, Motivation Research.

UNIT-2

Strategic Marketing – Customer, Competitor and Environmental Analysis; SWOT Analysis, BCG Framework model, Porter's Model, GE Model, McKinsey Model, Market Leader, Challenger, Follower and Nicher

Strategies; Market Entry/Exit Decision; Marketing Mix Strategies; Sustaining Competitive Advantage and Core Competence. Marketing Scenario in Postliberalisation Period.

UNIT-3

Logistics and Supply Chain Management; Retail Merchandising – Retailers' Marketing Mix, Product Merchandising and Display, Vendor Relations, Pricing and Mark Downs, e-retailing, Customer Relationship Management – Customer Life Time Value Customer Acquisition Development and Retention, Brand and Customer Equity.

UNIT-4

Entrepreneurial Marketing – New Venture Initiation, Low budget or no budget Market Research, Alternatives to high cost advertising. Multinational Marketing – Overseas Market Research, Legal Dimensions of Multinational Marketing, New Techniques, The Social Impact of Marketing – Social Impact Analysis. Concepts of Relationship Marketing, Customer Relationship Cycle, Retention, Managing Relationship.

Books for References:

1. Kotler, P., Marketing Management; Analysis, Planning, Implementation and Control, New Delhi, MacMillan
2. Schiffman, L.G. and Kanuk, L.L., Consumer Behaviour, New Delhi, PHI.
3. Belch, G.E. & Belch, M.A., Introduction to Advertising and Promotion, Chicago, Irwin.
4. Porter, M.E., Competitive Advantage: Creating, Sustaining Superior Performance, New York, Free Press.
5. Keegan, W., Global Marketing Management, Englewood Cliffs, New Jersey, PHI.
6. Levy, M & Barton, A.W., Retailing Management, Irwin, London.

OR
Paper- 611
SPECIALISATION
Total Mark: 100 (80+20)
CH= 4

COURSE – 611 ADVANCE FINANCIAL MANAGEMENT 4 CH

UNIT-1. Valuation of straight and convertible Bonds, Bond Price volatility, Duration of Bonds, Term structure of Interest rates. Valuation of Equity shares with and without Bonus Issues. Optional capital structure decisions. Corporate Restructuring, Mergers and acquisitions, assets based financing, venture capital financing.

UNIT-2 . Mathematics of Finance for portfolio construction; Diversification of unsystematic risk and portfolio construction; Optional portfolio selection through Markowitz model, Sharpe model and Lagrange multiplier techniques, Active portfolio management under CPP and CBP; Performance Evaluation of Portfolio.

UNIT-3 Valuation options through Black & Scholes model; Option combination, Option Greeks and Delta hedging through option. Valuation futures, Futures mechanism, B-hedging through futures. Valuation of swaps, swap mechanism and cost of capital reduction through swaps
Nature, objective and scope of financial management, role of finance manager in contemporary business environment, GST and its effects.

UNIT -4 International Financial system – An overview, Exchange Rate Determination, International parity theorems and Fisher effect, Management of Foreign Exchange Exposure through forwards, money market instruments and options. International Accounting and Reporting, International Accounting – Importance and Scope, foreign transactions – recording and translations, consolidation of foreign financial statements, foreign, financial statement analysis and reporting - segment and interim, multinational transfer pricing and international taxation.

Books for References:

1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
2. V.K.Bhalla, Financial Management and Policy, Anmol Publications Pvt. Ltd., New Delhi.
3. Brealey, Richard A and Myers Stewart C., Principles of Corporate finance, Tata McGraw Publishing Company Ltd., New Dehli.
4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India Ltd., New Delhi.
5. Prasanna Chandra, Financial Management: Theory and Practice, Tata McGraw Hill Publishing Company Ltd, New Delhi.
6. Introduction to Financial Accountings – Charles T. Horngren, Gary L. Sundem & John a. Elliott, Pearson Education, Asia.
7. Advance Accountancy – R.L. Gupta & M. Radhaswami, Sultan Chand & sons, New Delhi.
8. Needless, Belverd, etc. Financial and Management Accounting, Boston, Houghton, Mifflin Company.

OR

Paper- 611
SPECIALISATION
Total Mark: 100 (80+20)
CH= 4

COURSE – 611 (4 CH) ADVANCED HUMAN RESOURCE MANAGEMENT

UNIT - 1

Organizational culture: Meaning, Scope Nature Dimensions, distinction between culture & climate - value in culture - Organizational culture in MNC's - Managing multiculturalism & Diversity. Meaning of organizational effectiveness, strategies to improve organizational effectiveness and cultural implications Global and Cross cultural issues to HRM. Changing dimensions of Business, Employee Diversity, Employee Empowerment, and Workforce Engagement.

UNIT - 2

International implications of HRM, Managing HR in an International business-changing environment of firm - strategic planning & HR management, Information Technology & HR, Improving International Assignments through selection, Training, & Maintaining International employees. Strategic Human Resource Planning, Compensation management, HR and sustainability.

UNIT - 3

Emotional Intelligence-meaning, scope, self-image, awareness, perception, Knowledge and esteem - matching personality and Job, ethical decision making behavior, Transactional Analysis, Strategic Human Resource Planning, Compensation management, HR and sustainability. Changing role of State on IR, IR in globalization scenario, impact of technology on IR.

UNIT - 4

Organizational development(OD)- concepts, nature, scope, Interventions-Intervention strategies – conditions for failure/success in OD efforts, issues in OD, OD trends in India - OD in International settings, OD and Organizational Effectiveness.

Human resource development(HRD) - Meaning, scope, importance HRD across cultures, Organizational Training systems, view, needs assessment, training programmes evaluation, performance appraisal design & development, legal issues, implementation & evaluation, role of appraisals in managing performance, career development & planning,

Books for References:

1. Aswathappa, K., HRM & Personnel Management –, TMH
2. C.B.Mamoria, Personnel Management, Himalaya
3. Monappa, Personnel Management
4. C.B.Mamoria, Industrial Relations, Himalaya
5. Robbins, Human Resource Management
6. Chary, S.N. Production & Operations Management, New Delhi, TMH, 1989.
7. Dobler, Donald W and Lee, Lamer, Purchasing and Materials Management, New York, McGraw Hill, 1984.

Paper -612
Research Methodology-I
Total Mark: 100 (80+20)
CH= 4

UNIT - 1

SCOPE OF RESEARCH AND ETHICS:

Introduction and Scope, Research problem: Identification, Selection, Formulation of research objectives, Research design: Components, Types and Importance Research ethics, Institutional ethics committee Plagiarism – Pitfall.

UNIT - 2

TECHNICAL WRITING:

Types of technical documents; Full length research paper, Short/Brief communications, Letters to editor, Book chapter, Review, Conference report, Project proposal Components of a full length research paper; Title/Topic statement, Abstract/key words, Aims and objectives, Hypothesis building, Rationale of the paper, Work plan, Materials and methodology, Results and discussion, Key issues and arguments, Acknowledgement, Conflict of interest statement, bibliography, Technical Resumes & Cover Letters Components of a research proposal; Project summary Key words, Origin of the proposal, Major Objectives Methodology, Overview of status of Research and Development in the subject, Importance of the proposed project in the context of current status, Bibliography

UNIT - 3

SCIENTOMETRICS:

How to cite and how to do referencing Literature search technique, using SCOPUS, Google Scholar, PUBMED, Web of Science, Indian Citation Index, and RG Styles of referencing; APA, MLA, Oxford, Harvard, Chicago Annotated bibliography. Tools for citing and referencing, Mendeley, Grammarly, Endnote etc

UNIT - 4

PRESENTATION AND COMMUNICATION SKILLS:

Tables, Figures and Pictures using Excel, Power Point slide preparation. Preparation of Posters Electronic submission of manuscripts Communication skills, oral and poster

Paper- 613
Research Methodology-II
Total Mark: 100 (80+20)
CH= 4

UNIT -1

IPR AND CYBER LAW:

Patents :Meaning, Patent laws, process of patenting a research finding Intellectual property (IP), Intellectual property right (IPR) Copyright, Trademarks, GI, Cyber laws, COPE.

UNIT -2

QUANTITATIVE DATA ANALYSES:

Types of data, Data collection - Methods and Tools Hypothesis testing, Normal and Binomial distributions and their property Tests of significance: Student *t*-test, *F*-test, *Chi-square* test Correlation and Regression, ANOVA – One-way and Two-way, Multiple-range test.

UNIT -3

COMPUTER FUNDAMENTALS:

Introduction to MS-Office software: MS-Word (Track change) MS-Excel, MS-Power Point MS-Access, Features for Statistical data analysis using computers and software, Microsoft Excel Data Analysis ToolPak, SPSS E-Views, STATA.

UNIT -4

ADVANCE TOOLS & TECHNIQUES IN BUSINESS RESEARCH:

Sampling Technique, Scaling Technique, Socio-metric Technique, Questionnaire Construction and Collection of Information, Tests of Reliability and Validity, Applied Regression analysis, Problems of Estimation and Interpretation with reference to Business Research.

Books for References:

1. Deepak Chawala & Neena Sondhi, Research Methodology, Vikash Publications, Vikash Publishing House, New Delhi.
2. Uma Sekaran, Research Methods for Business: A Skill Building Approach, Wiley India, New Delhi.
3. CR Kothari, Research Methodology-Methods and Techniques, New Age Publishers, New Delhi.
4. R, Paneerselvam, Research Methodology, PHI, New Delhi.
5. Computers, Concepts and Uses 2nd ed., Summer M., Englewood Cliffs, New Jersey, Prentice Hall Inc, 1988.

SEMESTER –I

Paper –614

Marks –100 (4 CH)

TEACHING ASSIGNMENT

Each candidate will be assigned at least 10 seminars. In addition to this he/she will have to take at least 10 classes of the UG/PG students. This will be evaluated by the teachers of the department (Minimum two teachers) as well as the feedback, received from the students.

SEMESTER – II

Paper – 621

Marks – 150 + 25+25 =200 (8 CH)

Dissertation

(Script-150, Presentation-25, Viva – Voce-25)