

OPJS UNIVERSITY,CHURU(RAJASTHAN)



SYLLABUS

For

Master of Philosophy

(Business Administration)

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SCHOOL OF COMMERCE & MANAGEMENT STUDIES

OPJS UNIVERSITY,CHURU(RAJASTHAN)

2016-17

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Scheme of Examination for Course Work for
M. Phil. (Business Administration)
Semester-I & II

The scheme for course work is as follows:

1. Each paper shall consist of 100 marks; out of which 70 marks shall be for external assessment and 30 marks for internal assessment.
2. For a pass, a candidate shall be required to obtain at least 40 % marks in each paper separately in external assessment and internal assessment and a minimum of 50 % marks in aggregate of all papers prescribed for the examination.
3. The Division shall be awarded on the combined marks obtained at semester I & II examination as follows:

Division	Percentage	
First	60%	Aggregate marks of semester I & II examination taken together.
Second	50%	

The rest will be declared to have passed the examination if obtained the minimum pass mark in each subject.

4. There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.
5. The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.
6. The candidates completing 75% attendance and having secured at least 50% marks in the examination shall be allowed to submit the research proposal after II semester for consideration of DRC in the department.
7. Modalities of examination and evaluation: weightage between theory and practical should be 70% and 30% respectively.

M. Phil. (Business Administration) Semester-I & II

CONTENTS OF SYLLABUS

S. No.	Name of the Subject & Paper	Paper Code
	Semester-I	
1.	Research Methodology	MPHC-301
2.	Marketing Management	MPHC-302
3.	Human Resource Management	MPHC-303
	Semester-II	
4.	Marketing Management	MPHC-304
5.	Human Resource Management	MPHC-305
6.	Organisational Behaviour	MPHC-306
7.	Dissertation and Viva-voce	MPHC-307

Paper-I Research Methodology (MPHC-301)

Time: 3 hrs.

Max. Marks: 100

External: 70

Internal: 30

Note: There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.

Unit-I

Meaning of research, objectives of research, importance of research, types of research.

Unit-II

Meaning and concept of research methodology, research process, selection of research problem, concept of hypothesis, hypothesis testing, techniques of hypothesis testing.

Unit-III

Research design, sample designing, features of good research design, questionnaire designing.

Unit-IV

Data collection, types of data, methods of data collection and techniques, tabulation, analysis and interpretation of data, statistical tools and techniques.

Unit-V

Computer applications in research, research report, types of report, drafting of report, rules for making a good research report, bibliography and references, index, preface and acknowledgement.

Books Recommended:

1. Kothari C.R.: Research methodology, New age publications, New Delhi.
2. Gode, Wj. And Gatt P.K.: Methods in social research, New York, Mcgraw hill book co.
3. Emery, C. William: Business research methods, Richard D. Lirwin, Line, George Town, Ontario.

Paper-II Marketing Management (MPHC-302)

Time: 3 hrs.

Max. Marks: 100

External: 70

Internal: 30

Note: There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.

Unit-I

Evolution of marketing concept, marketing mix, marketing as philosophy, functions, marketing environment- macro and micro factors.

Unit-II

New product development process, concept of product life cycle, diffusion process and product adoption, cognitive dissonance, techniques for generating new marketing ideas.

Unit-III

Consumer behaviour and various factors influencing consumer behaviour, models of consumer behaviour, market segmentation.

Unit-IV

Integrated marketing communication, models of marketing communication, promotion mix- advertising, personal selling, sales promotion, advertising ethics.

Unit-V

Marketing mix, rural marketing, retail marketing, service marketing, marketing ethics and green marketing.

Books Recommended:

1. R.K. Kothari, Anil Mehta, A.K. Sharma: Marketing management, RBD, Jaipur.
2. Canfield B.R.: Sales administration- principles and problems.
3. Davar R.S.: Modern marketing management in the Indian economy.
4. Neelamegham S.(ed.): Marketing management and the Indian economy.
5. Phelps D.M. and Westing J.D.: Marketing management.
6. Philip Kotler: Marketing management.
7. Stanton W.J.: Fundamentals of marketing.

Paper-III Human Resource Management (MPHC-303)

Time: 3 hrs.

Max. Marks: 100

External: 70

Internal: 30

Note: There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.

Unit-I

HRM concept, HRM environment in India, changing role of HR, maintenance.

Unit-II

Human resource development, human resource planning, organisation development and culture, OD objectives and various interventions.

Unit-III

Training and development, training and analysis, training methods, training budget, training infrastructure facilities, effectiveness of training, training evaluation.

Unit-IV

Performance and potential, appraisal, career advancement and succession planning, employees counseling and feedback, leadership and motivation.

Unit-V

Compensation management, participative management, quality of work life, quality circles, knowledge management, human resource information systems, stress management.

Books Recommended:

1. Flippo: Principles of personnel management.
2. Ghosh: Personnel administration in India.
3. Tripathi: Personnel management in India.
4. Mamoria, Dashora: Personnel management.
5. Sharma, Sharma, Surana: Personnel management.
6. Mehrotra: Labour problems in India.

Paper-IV Marketing Management (MPHC-304)

Time: 3 hrs.

Max. Marks: 100

External: 70

Internal: 30

Note: There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.

Unit-I

Market measurement and sales forecasting, strategic marketing planning, marketing program.

Unit-II

Concept of marketing strategy, comparative marketing strategies, designing marketing strategies.

Unit-III

Marketing of services, marketing in non-profit institutions, effective sales aids, management approach to channels of distribution.

Unit-IV

Rural marketing, agricultural marketing and cooperative marketing.

Unit-V

Tools and procedures of marketing control and evaluation, marketing audit, new forms of marketing.

Books Recommended:

1. R.K. Kothari, Anil Mehta, A.K. Sharma: Marketing management, RBD, Jaipur.
2. Canfield B.R.: Sales administration- principles and problems.
3. Davar R.S.: Modern marketing management in the Indian economy.
4. Neelamegham S.(ed.): Marketing management and the Indian economy.
5. Phelps D.M. and Westing J.D.: Marketing management.
6. Philip Kotler: Marketing management.
7. Stanton W.J.: Fundamentals of marketing.

Paper-V Human Resource Management (MPHC-305)

Time: 3 hrs.

Max. Marks: 100

External: 70

Internal: 30

Note: There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.

Unit-I

Motivation, morale, leadership, collective bargaining, discipline and grievances handling.

Unit-II

Communication, human and organisational conflicts, management of change and conflicts.

Unit-III

Industrial psychology, psychological determinants of efficiency, motion, time, fatigue study.

Unit-IV

Human resource accounting, approaches, accounting models, limitations, human resource audit.

Unit-V

Changing role of HR, manager in present perspectives, contemporary issues in HRM, international human resource management.

Books Recommended:

1. Flippo: Principles of personnel management.
2. Ghosh: Personnel administration in India.
3. Tripathi: Personnel management in India.
4. Mamoria, Dashora: Personnel management.
5. Sharma, Sharma, Surana: Personnel management.
6. Mehrotra: Labour problems in India.

Paper-VI Organisational Behaviour (MPHC-306)

Time: 3 hrs.

Max. Marks: 100

External: 70

Internal: 30

Note: There will be five questions in all. The candidate will require to attempt all questions selecting one question from each unit with an internal choice i.e. either/or.

Unit-I

Concept of organisational behaviour, nature and significance, contribution of various disciplines in organisational behaviour, behavioural approach to management.

Unit-II

Individual difference, perceptions, values and attitudes, personality and group dynamics.

Unit-III

Organisation and interpersonal relations, stress management, job satisfaction.

Unit-IV

Organisational culture, power and politics management of change, ethics and ethos.

Unit-V

Knowledge management and organisational effectiveness, emotional intelligence.

Books Recommended:

1. Robbins: Organisational behaviour.
2. Freud Luthans: Organisational behaviour.
3. Paul Harssey and Kenneth Blanchard: Management of Organisational behaviour.
4. Edgar H. Schein: Organisational psychology.
5. Durrin Andrew J.: Fundamentals of Organisational behaviour.
6. Dwivedi R.S.: Human relation and Organisational behaviour.
7. Metha, Anil and Chouhan Bhumija: Organisational behaviour, RBD, Jaipur.

Paper-VII Dissertation (MPHC-307)

Dissertation: 70 Marks

Viva-voce: 30 Marks

Note:

1. The dissertation will be completed in the guidance of Supervisor on the particular topic of research.
2. Supervisor will be allotted to the student by the Head of the department. The topic of research will be allotted by the Supervisor.
3. Five copies of dissertation will be prepared in hard bound and cover should be *lemon yellow cover* in standard format as explained by the Supervisor.
4. Three copies of dissertation will be submitted in the department. One copy should be provided to the Supervisor at the time Supervisor is approving dissertation by his/her signature. One copy should be kept by the student for his/her record.
5. The dissertation should be submitted in the university/department so as to reach to the office of the Registrar before three weeks of the commencement of examination.
6. Viva-voce exam of dissertation will be conducted by the Head of the department in consultation with external examiner appointed by the Convener, BOS.
