



## **MASTER OF PHILOSOPHY IN BUSINESS ADMINISTRATION**

**Regulations & Curriculum-2019**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

# Master of Philosophy (M.Phil.)

## Provisions of the Annamalai University Act 2013

### 1.1 Preamble

In accordance with the provisions of Section 31 (b) of the Annamalai University Act 2013, the following Annamalai University Ordinance Governing the Award of the Degree of Master of Philosophy is prepared with the approval of the Syndicate.

Annamalai University awards M.Phil. Degree to a candidate who, in accordance with the following regulations, has successfully completed the prescribed courses of study, has submitted a thesis based on original independent research work done by him/her in any discipline, has had the thesis adjudicated and approved by a panel of suitably constituted examiners, and has defended the thesis in the presence of experts and the Public.

### 1.2 Governing Guidelines

The guidelines governing the award of Master of Philosophy Degree Programmes by the University are based on the UGC (Minimum Standards and Procedures for the Award of M.Phil./Ph.D. Degree) Regulations, 2016.

### 1.3 Master of Philosophy Degree Programmes

Facilities exist for research leading to the award of M.Phil. Degree Programmes in the following Faculties:

Faculty	Departments /Disciplines
<b>Arts</b>	English, History, Political Science, Public Administration, Economics, Sociology, Social Work, Commerce, Population Studies, Business Administration, Rural Development, Library & Information Science, Philosophy.
<b>Science</b>	Mathematics, Statistics, Physics, Chemistry, Botany, Plant Biology & Plant Biotechnology, Zoology, Environmental Biotechnology, Bioinformatics, Geology, Applied Geology, Geo-informatics, Biochemistry, Biotechnology, Microbiology, Computer Science, Computer Applications.
<b>Marine Sciences</b>	Marine Biotechnology, Marine Microbiology, Marine Food Technology, Marine Biology & Oceanography, Coastal Aquaculture, Ocean Science & Technology.
<b>Indian Languages</b>	Tamil, Hindi, Linguistics, Indian Diaspora and Migration Studies.
<b>Education</b>	Education, Psychology, Physical Education, Yoga.
<b>Fine Arts</b>	Music

### 1.4 Duration of the Programme

- i) The M.Phil. programme is for 1 year spread over two semesters. The programme including M.Phil. dissertation shall be completed within a maximum period of 2 years. No registration shall be permitted beyond the period of 2 years from the date of admission to the programme.
- ii) In order to be eligible for the award of the Degree of Master of Philosophy, a candidate shall have to obtain 50 per cent of the maximum marks in (1) each of the prescribed Courses (2) Dissertation and (3) Viva-voce examination.

## 1.5 Research Supervisor

A research Supervisor/Co-supervisor who is a Professor, at any given point of time, cannot guide more than Three (3) M.Phil. Scholars. An Associate Professor as Research Supervisor can guide up to a maximum of Two (2) M.Phil. Scholars and an Assistant Professor as Research Supervisor can guide up to a maximum of One (1) M.Phil. Scholar.

*There shall be no compulsion on or by the Supervisors to hold the full complement of research Scholars all the time.*

## 1.6 Leave Rules

The women candidates and Persons with Disability (more than 40% disability) may be allowed a relaxation of one year for M.Phil. in the maximum duration. In addition, the women candidates may be provided Maternity Leave / Child Care Leave once in the entire duration of M.Phil. for up to 240 days.

## 1.7 Course Work

- 1.7.1 The Head of the Department shall function as the Chairperson of the M.Phil. programme.
- 1.7.2 The syllabus for the M.Phil. course work shall be approved by the Board of Studies of each department.
- 1.7.3 All M.Phil. Students shall take 3 courses of 6 credits spread over two semesters. **Course-I:** Research Methodology: This will be common to all the students of the department.

**Course II:** Core Subject: This may be common to all the students of a Department.

**Course III:** Field of Specialization: This will be on the Field of Specialization. There will be a separate question Course for each specialization.

## SCHEME OF EXAMINATIONS

The one year M.Phil Programme carries 30 credits and shall be distributed as follows:

Semester	Course	Credit	Total Marks
First	<b>Course -I:</b> Research Methodology	6	100
	<b>Course -II:</b> Business Management Application	6	100
Second	<b>Course-III:</b> Field of Specialisation	6	100
	1. Dissertation 2. Viva-Voce		Mandatory Mandatory

### **Course-I: RESEARCH METHODOLOGY (6 CREDITS)**

This is Common to all the students of the Department.

### **Course-II: BUSINESS MANAGEMENT APPLICATION (6 CREDITS)**

This is common to all the students of the Department

### **Course-III: FIELD OF SPECIALIZATION (6 CREDITS)**

There are 8 areas of specialization and the candidate would select an appropriate course based on his/her area of research.

- 1.7.4 Examination for Course I and II will be held at the end of the first semester and the examination for Course III will be held at the end of the second semester.
- 1.7.5 M.Phil. students will sign the attendance register maintained in the Department on all working days. He/She is expected to put in a minimum of 80% attendance for the course work, failing which the candidate will not be permitted to appear for the examination.
- 1.7.6 A candidate will not be permitted to appear for the written examination on more than two occasions. If a candidate fails in any course after two attempts, he/she will not be entitled to submit his/her dissertation. The candidate has to rejoin the programme as a fresh student.

### **Course Work**

The class-room instructions will be given by teacher specialists during the first semester while the Teacher Supervisor will be the course instructor for course III during the second semester.

### **1.8 Dissertation**

- 1.8.1 After the successful completion of the three courses, each candidate is required to submit a dissertation on the topic of his/her research at the end of the year but within a period of two years from the date of commencement of M.Phil. Programme.
- 1.8.2 It is the responsibility of the Research Supervisor and the research scholar to obtain approval from the relevant ethical committee before initiating the research work (Cf. Ph.D. Ordinance). No research can be undertaken in this line until all of the required approvals and authorisations have been granted from the appropriate ethical committees.
- 1.8.3 The candidate shall submit his/her M.Phil. Dissertation after the completion of one year from the date of joining the programme and after having been declared to have passed all the three courses.
- 1.8.4 Three copies of the dissertation shall be submitted together with the submission fee, and 'no dues' certificates from the department and Central Libraries, Hostel, Stores etc. The Research Supervisor shall forward the dissertation copies with the enclosures to the Director, Centre for Academic Research through the HOD and the Dean concerned.
- 1.8.5 The dissertation shall contain a Certificate from the research supervisor (Annexure-1) specifying that the dissertation submitted is a record of research work done by the candidate during the period of study under him/her, and that the dissertation has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or similar title.
- 1.8.6 The dissertation shall also contain a Declaration by the candidate (Annexure-2) that the work reported in the dissertation has been carried out by the candidate himself/herself and that the material from other sources, if any, is duly acknowledged and no part of the dissertation is plagiarised.
- 1.8.7 The dissertation for language subjects will be in the respective language. However, the title and the certificates shall be given in English, besides the respective languages.
- 1.8.8 The Research Supervisor shall provide a Panel of three examiners to evaluate the dissertation which will be forwarded by the HOD to the Director, Centre for Academic Research through the Dean together with the dissertation copies.

- 1.8.9 The M.Phil. dissertation will be evaluated by one External Examiner chosen from the panel submitted.
- 1.8.10 The External Examiner shall evaluate the dissertation and fill in the marks obtained. He/She shall also send a report on the merit of the dissertation in the Performa provided by the Director, Centre for Academic Research and give a list of questions to be asked in the Viva-voce examination.
- 1.8.11 On receipt of the evaluation report from the External Examiner regarding the acceptability of the dissertation, a public Viva-voce examination will be conducted by the Head of the Department and the Research Supervisor.
- 1.8.12 If the Head of the Department happens to be the Research Supervisor, one of the senior Faculty in the department shall be appointed as Internal Examiner.
- 1.8.13 The Viva-voce examination shall be held only on working days.
- 1.8.14 The purpose of the Viva-voce is to test the understanding of the student on the subject matter of the thesis and the competence in the general field of study. The student shall be asked to make a brief presentation before the audience and answer the questions raised by the examiners and the audience.
- 1.8.15 The Viva-voce examination shall be held with all seriousness befitting the solemnity of an examination and no attempt shall be made to treat it as a mere formality.
- 1.8.16 After the Viva-voce examination, the Chairman (HOD) shall send the Minutes together with the marks awarded for the Viva-voce examination to the Director, Centre for Academic Research through the Dean.

## **1.9 Marks and Grading**

- 1.9.1 A student is deemed to have cleared the M.Phil. Programme only if he/she has more than 80% attendance, appeared in the end semester examination, and pass the courses.
- 1.9.2 The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by Grade Point Average (GPA), while the continuous performance will be rated by Overall Grade Point Average (OGPA).
- 1.9.3 A student has to obtain a minimum of 50% of marks or its equivalent grade wherever grading system is followed in the course work in order to be eligible to continue in the programme and submit the dissertation.

## **II. Eligibility Criteria**

### **2.1 General Eligibility**

For admission to the M.Phil. Programme, a candidate has to fulfil the following minimum qualifications:

**Note:** For all the Candidates who have passed Master's Degree through Open University system are not eligible to apply; however, candidates who have secured their Master's Degree under (11+1) or (10 + 2) +3 +2, and (10 + 2) + 5 pattern of programmes of study are eligible.

- 2.2 A relaxation of 5% of marks from 55% to 50% or an equivalent relaxation of grade, may be allowed for those belonging to SC/ST/OBC (non-creamy layer) / differently Abled or for those who had obtained their Master's degree prior to 16<sup>th</sup> September, 1991. The eligibility marks of 55% (or an equivalent grade in a point scale wherever grading system is followed)

and the relaxation of 5% to the categories mentioned above are permissible based only on the qualifying marks without including the grace mark procedures.

- 2.3** Teachers of Annamalai University who have put in two years of service are eligible to register for M.Phil. (Part-time) degree as per eligibility norms. Such applicants should send completed applications to the Registrar through proper channel.

**Note:** While granting admission to M.Phil. Programmes, due attention shall be paid to the State Reservation Policy.

#### **2.4. Admission to Foreign Students**

- 2.4.1 Students who have obtained their Master's Degree or equivalent outside the Indian Universities system are eligible for admission to M.Phil. Programme.
- 2.4.2 Foreign Students selected under various scholarship schemes, either by the Ministry of Education and Culture or the Ministry of External Affairs, will be given admission on the recommendations/sponsorship of the respective Ministry.
- 2.4.3 Self-supporting foreign students seeking admission should possess a Research VISA issued by the Indian Embassies abroad and produce a No Objection Certificate from the Ministry of Education, Government of India, after clearance from the Ministry of External Affairs.

#### **2.5 Discipline-wise Eligibility**

##### **2.5.1 Faculty of Arts**

a. **English**

A pass in Master's Degree in English with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. **History**

A pass in Master's Degree in History / M.A History & Heritage Management / M.A. Ancient History & Archaeology / M.A History & Tourism Management / any other Master's Degree relevant to the field of History with a minimum 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

c. **Political Science**

A pass in Master's Degree in Political Science / International Relations / Human Rights with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. **Public Administration**

A pass in Master's Degree in Public Administration / Social Welfare Administration / Police Administration / Development Administration with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

e. **Economics**

A pass in Master's Degree in Economics / Applied Economics / Mathematical Economics / Econometrics / Business Economics / Environmental Economics / Development Studies / Rural Economics / Rural Development / Women Studies / Gender Studies / Business Studies / Disaster Management / Rural Management / Environmental Management with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

f. **Sociology**

A pass in Master's Degree in Sociology / Social Work (MSW) with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

g. **Social Work**

A pass in Master's Degree in Social Work (MSW) with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

h. **Commerce**

A pass in Master's Degree (M.Com) in Commerce / Accounting Information System/Accounting & Finance/ International Banking /International Business, banking and Insurance/Business Intelligence/ Financial Services / Business Studies / Co-operative Management / M.Com. Five Year Integrated Programme/ M.A. Co-operation / M.A. Corporate Secretaryship / Master of Bank Management / Master of Business Studies / Master of Financial Services / International Business/Master of Financial Management and Master of Financial Control with a minimum of 55% of aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

i. **Population Studies**

A pass in Master's Degree in Population Studies and other disciplinary courses viz. Hospital Administration / Hospital Management / Project Management / Sociology / Economics / Commerce / Management / Psychology / Geography / Statistics / Social Work / Rural Development / Anthropology / Medicine / Nursing / Public Health / Education / Adult Education / Mathematics / Actuarial Science / Population & Development / Master of Health Social Sciences (MHSS) with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

j. **Business Administration**

A pass in Master's Degree in Business Administration with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto

k. **Rural Development**

A pass in Master's Degree in any field of study with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent there to.

l. **Library & Information Science**

A pass in Master's Degree in Library & Information Science with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

m. **Philosophy**

A pass in Master's Degree from M.A.(History / Political Science / Sociology) / M.S.W.(Master of Social Work) and any other Master's Degree relevant to the field of Philosophy & Religion with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

## 2.5.2 Faculty of Science

a. **Mathematics**

A pass in Master's Degree in Mathematics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. **Statistics**

A pass in Master's Degree in Statistics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

c. **Physics**

A pass in Master's Degree in Physics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. **Chemistry**

A pass in Master's Degree in Chemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

e. **Botany / Plant Biology & Plant Biotechnology**

A pass in Master's Degree in Botany / Herbal Science / Plant Biology and Biotechnology / Plant Sciences / Biotechnology / Molecular Biology / Microbiology and Genetics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

f. **Zoology**

A pass in Master's Degree in Zoology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

g. **Environmental Biotechnology**

A pass in Master's Degree in Environmental Biotechnology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

h. **Bioinformatics**

A pass in Master's Degree in Bioinformatics with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

i. **Geology / Applied Geology**

A pass in Master's Degree in Geology / Applied Geology / Marine Geology / Geo-Physics / Geo-Chemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

j. **Geo-informatics**

A pass in Master's Degree in Geo-informatics / Geology / Applied Geology / Marine Geology / Geo-Physics / Geo-Chemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

k. **Biochemistry**

A pass in Master's Degree in Biochemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.



**l. Biotechnology**

A pass in Master's Degree in Biotechnology / Biochemistry with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

**m. Microbiology**

A pass in Master's Degree in Microbiology / Applied Microbiology / Industrial Microbiology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

**n. Computer Science / Computer Applications**

A pass in M.Sc. (Computer Science / Information Technology / Information Science / Software Engineering / Computer Technology) / MCA with a minimum of 55% or its equivalent grade point average in the relevant discipline of this University or any other University accepted by the Syndicate as equivalent thereto.

**2.5.3 Faculty of Marine Sciences**

**a. Marine Biology & Oceanography**

A pass in Master's Degree in Marine Biology & Oceanography / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Human Genetics / Applied Genetics / Molecular Biology / Microbiology / Industrial Microbiology / Agriculture Microbiology / Pharmacology / Marine Sciences / Conservation of Marine Environment / Forestry / Oceanography & CAS Marine Biology / Environmental Sciences / Marine Studies & Coastal Resource Management / Marine Biology & Fisheries with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

**b. Coastal Aquaculture**

A pass in Master's Degree in Coastal Aquaculture / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Human Genetics / Applied Genetics / Molecular Biology / Microbiology / Industrial Microbiology / Agriculture Microbiology / Pharmacology / Coastal Aquaculture and Marine Biotechnology / Applied Fisheries & Coastal Aquaculture with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

**c. Marine Biotechnology**

A pass in Master's Degree in Marine Biotechnology / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Human Genetics / Applied Genetics / Molecular Biology / Microbiology / Industrial Microbiology / Agriculture Microbiology / Marine Studies & Coastal Resource Management / Applied Microbiology / Oceanography & Coastal Area Studies / Ocean Science & Technology (Integrated) / Pharmacology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

d. **Marine Microbiology**

A pass in Master's Degree in Marine Microbiology / Marine Biotechnology / Biotechnology / Zoology / Botany / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Microbiology / Industrial Microbiology / Agriculture Microbiology / Applied Microbiology / Conservation of Marine Environment with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

e. **Marine Food Technology**

A pass in Master's Degree in Botany / Zoology / Aquaculture / Biochemistry / Biotechnology / Microbiology / Fishery Science / Animal Science & Biotechnology / Plant Science & Biotechnology / Biochemistry / Marine Studies & Coastal Resource Management / Applied Microbiology / Oceanography & Coastal Area Studies / Ocean Science & Technology (Integrated) with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

f. **Ocean Science & Technology**

A pass in Master's Degree in Ocean Science & Technology / Geology / Applied Geology / Geoinformatics / Environmental Sciences / Environmental Engineering / Mathematics / Physics / M.E. Energy Engineering and Management / M.E. Disaster Management and Engineering / M.E./M.Tech. Remote Sensing & GIS / M.Tech. Coastal Management and M.E. Environmental Engineering with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

**2.5.4 Faculty of Indian Languages**

a. **Tamil**

A pass in Master's Degree in Tamil with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

b. **Hindi**

A pass in Master's Degree in Hindi with a minimum of 55% marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

c. **Linguistics**

A pass in Master's Degree in any language with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto can be admitted in the M.Phil. Degree Programme in Linguistics and he/she has to complete the certificate course in Linguistics conducted by the CAS in Linguistics before submitting the M.Phil. Dissertation.

d. **Indian Diaspora and Migration Studies**

A pass in Master's Degree in Indian Diaspora and Migration Studies or other interdisciplinary programmes in Arts and Social Sciences or Humanities or Language with a minimum of 55% marks or in an examination recognized as equivalent thereto.

### 2.5.5. Faculty of Education

#### a. Education

A pass in Master's Degree in Education (M.Ed./M.A. Education) with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

#### b. Psychology

A pass in Master's Degree in M.A./M.Sc. Psychology with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

#### c. Physical Education

A pass in Master's Degree (M.P.Ed./M.P.E.) in Physical Education with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognized as equivalent thereto.

#### d. Yoga

A pass in Master's Degree (M.Sc. or M.A.) in Yoga with a minimum of 55% aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

### 2.5.6 Faculty of Fine Arts

#### Music

A pass in Master's Degree in M.A. Music / M. Music / M.F.A. Music / Master of Performing Arts in Classical Music with a minimum of 55% of the aggregate marks or equivalent Grade Point Average (GPA) or in an examination recognised as equivalent thereto.

## 3.3 Scholarship

The students of Annamalai University can avail the Government Scholarships subject to eligibility.

- i. **UGC: Rajiv Gandhi National Fellowship (RGNF)** for SC/ST students doing Research work for the award of M.Phil.
- ii. **UGC-NET-JRF.**
- iii. **UGC-BSR Research Fellowship in Sciences** for meritorious students in the various faculties (applicable to all Department of Sciences, Agricultural Sciences, Engineering Sciences).
- iv. **Indian Council of Medical Research (ICMR), Indian Council of Social Science Research (ICSSR), Council of Scientific and Industrial Research (CSIR) Fellowships**, New Delhi.
- v. **DST-Inspire Programme** – Ministry of Science and Technology, New Delhi.
- vi. Fellowship / Scholarship sanctioned by various Funding Agencies.
  1. UGC Scheme for award of Post Graduate Scholarship for professional programmes for SC/ST candidates.
  2. Post Graduate Indira Gandhi Scholarship for single girl Child: This is only for the Candidate who happens to be single Girl child of the family (having no brother or sister) and who has taken admission in regular full time Master's Degree Programmes in recognised University or a Post Graduate College in conventional basic subject.

**Note:** This advertisement of the above Research Schemes will be published in all leading news Courses and the Guidelines are available on the respective Website of the funding agencies.

- vii. **Post Metric Scholarship** will be awarded to the students studying M.Phil. Degree Programmes including self-supporting programmes who belong to SC/ST community and also converted students whose parents/ guardians annual income from all sources does not

exceed from Rs. 2,50,000/-.

### **Scholarships Sanctioned By the Government of Tamil Nadu**

- 1) **Application Fee Concession to SC/ST and Converted Christian Students:** Entrance/Course Application fees concession is granted to students belonging to SC/ST Community and Converted Christian by the Government Tamil Nadu (G.O. No. 111. 22.09.1998).

**Tuition Fee Concession to SC/ST and Converted Christian Students:** Full Tuition fee concession is granted to students belonging to SC/ST community and converted Christian under the rule 92 of Tamil Nadu Education Rules by the Government of Tamil Nadu [92-TNER].

- 2) **SC/ST Communities and Converted Christian Students (converted from SC/ST)** whose

Parent's/Guardian's income from all sources should not exceed Rs. 2,50,000/-.

- 3) **Other State Scholarship:**

**i. Other State Scholarships** for SC/ST/BC/OBC/EBC students.

**ii. "ISHAN UDAY" Scholarship for Northern Eastern Region Students.**

- 4) **Minority Scholarship:** Minority Scholarship award on the basis of merit cum means for minority community students.

- 5) **Higher Education Special Scholarship:** In addition to the Post Metric Scholarship, Higher Education Special Scholarship is awarded to the hostel students belonging to SC/ST and Converted Christian community and the number of scholarship is limited by the Government. The Annual income from all sources should not **exceed Rs. 2, 50,000/- per annum.**

- 6) **BC/MBC/DNC Scholarship:** The Scholarship will be awarded to the Students belonging to **BC/MBC/DNC** communities whose Parent's/ Guardian's income from all sources should not **exceed Rs. 2,50,000/- per annum.**

- 7) **Fee Concession to Blind Students:** Under rule 92 (TNER), Full Tuition fees concession is granted to blind Students belonging to all communities whose parents/Guardians annual Income should not exceeds Rs. **24,000/-.**

## IV. Admission Procedure

### Departmental Research Committee (DRC)

Departmental Research Committees shall be constituted for effective coordination of the research activities of the departments. Eligible candidates will be selected for the admission to the M.Phil. Programme based on the recommendation of the DRC.

- 4.1 The Departmental Research Committee (DRC) will be responsible for selection of candidates for the M.Phil. Programme. The Constitution and Functions of the DRC are described in the Ph.D. Ordinance.
- 4.2 The selection of candidates for admission to the M.Phil. Programme shall be based on both a entrance test and an interview. The written test shall comprise objective type questions for 75 marks and examine research aptitude, grasp of the subject, intellectual ability, and general knowledge of the prospective candidates. The interview will be conducted for 25 marks.
- 4.3 The candidates shall indicate the broad area of research at the time of application and chosen area of research at the time of interview.
- 4.4 Only a predetermined number of students may be admitted to the M.Phil. Programme.
- 4.5 The allocation of the Research Supervisor for a selected student will depend upon the specialization of the research supervisors, and the research interest of the student as indicated during the interview by the student. *In no case, the allocation of research supervisor shall be left to the individual student or teacher.*
- 4.6 The 'Minutes of the DRC' shall indicate the chosen guide and the research area of the candidate. The Minutes of the DRC together with the selected list of candidates will be sent to the Registrar through the Head of the Department (HOD) and Dean of the concerned faculty.
- 4.7 A candidate provisionally selected for admission for the M.Phil. Programme shall join on or before the specified date after paying the prescribed fees and verification of certificates. Original certificates submitted at the time of admission are not returnable until the candidates complete the programme. Before the certificates are surrendered for admission, the candidates are advised to have with them attested copies of mark list or other certificates that may be required for applying for scholarship etc.
- 4.8 A student registered for the M.Phil. Degree shall not register for any other degree of any university either in a formal programme or a non-formal programme. However, the scholars can register for not more than one certificate/diploma programme of one year duration through the correspondence stream of Annamalai University.
- 4.9 A full time scholar shall not undertake any employment either part-time or full time.

## V. Code of Conduct

**The following code of conduct shall be observed by the students who are admitted.**

The following code of conduct shall be observed by the students who are admitted.

- i. The students should conduct themselves in an exemplary manner so as to be model for other students.
- ii. All students will have to strictly adhere to the rules and regulations of the University.

- iii. RAGGING: The candidates should not indulge or participate in any kind of ragging. If they are found to have indulged in ragging in the past, or noticed later, the candidates will be removed from the roll of the institution at whatever stage of study and criminal action will be taken against the candidates.
- iv. **If any student is involved in ragging or any other anti- social activities, he/she will be expelled and criminal proceedings will be launched against him/her.**
- v. The students should be present during all working days and sincerely apply themselves to studies.
- vi. The students should attend the classes regularly and punctually and should fulfil the attendance requirement of 80% as prescribed by the University, to be eligible to appear for the University Examinations.
- vii. The campus is 'Tobacco Free' and 'Liquor Free'. Any violation of this will result in dismissal from the program.
- viii. Use of mobile phones and other electronic gadgets are not permitted in the class rooms, examination, halls, faculty premises, university organized functions / programs / extracurricular and co-curricular activities.
- ix. The students are forbidden from using motorized vehicles, including powered two wheelers, inside the campus.
- x. **Dress Code:** Students need to wear formal dress largely covering them like Sarees / Churidhar with dupatta for ladies and Trousers, Pant & Shirt for men.

## 5.2 General Instructions for Applicants

- i. The University reserves the right to decide on fixing the fee for admission, course work examination and thesis submission from time to time.
- ii. The fee and the caution deposit will be refunded after deducting the service charge of **Rs. 1,000/-** if the candidate discontinues the programme before commencement of classes.
- iii. However, in case a candidate discontinues the programme on or after the date of commencement of classes, tuition fee will not be refunded.
- iv. The candidates who have joined a programme and wish to discontinue, should pay the tuition fee in full.
- v. Tuition fee should be paid by the candidate as prescribed by the University from time to time.
- vi. Tuition fee for the entire programme together with arrears, if any, shall be payable by the student before Transfer Certificate is issued
- vii. No certificate will be issued, unless the candidate has cleared all the arrears of fees etc., due to the University.
- viii. Caution deposit shall be refunded on application after adjustment towards any dues from the student. Application for refund of caution deposit should be submitted after the submission of thesis.
- ix. With regard to any dispute arising in relation to admission, examinations, remittance of fees, etc., the place of jurisdiction for the purpose of filing a suit or preferring a

complaint or taking any legal proceedings against the University, will be Chidambaram Town only.

### **3 General Information**

The following procedures should be followed for applying/getting certificates viz. Bonafide/Course completion/Mark lists etc. with the fee prescribed by the University.

- i. **General:** Mark list for each Semester/Year during the period of study will be issued by the University and distributed through the respective department of study. On completion of the program, Provisional Certificate will also be distributed through the department concerned.
- ii. **Migration Certificate:** This certificate will be issued only on demand to those who have planned to undergo higher studies in any Educational Institution in India.
- iii. **Duplicate Certificate – Mark List/Degree:** A certificate from the police department is required to be produced for the loss of certificates indicating that the certificates were actually lost beyond recovery.
- iv. **Degree Certificate:** Notification will be issued in the leading dailies during the month of September/October every year for calling of application forms for getting Degree Certificate at the Convocation. Students shall apply for the same in the prescribed form which can be obtained from the University.
- v. **Personal File:** Students are advised to maintain a personal file containing all academic records such as challan for remittance of tuition fee, exam fee, condonation fee etc. till the completion of his/her studies
- vi. **Re-admission:** If any attendance deficiency during the tenure of his/her studies, shall apply for re-admission through the Heads concerned along with the photocopy of his/her previous semester/year mark list/s as proof for having appeared for the University Examinations.
- vii. **Change of Name/Date of Birth:** Candidate who wishes to change of Name, date of Birth, of his/her name should be made only during the period of study by producing a copy of 'Gazette Notification' from the respective Government No. such change shall be entertained after completion for his/her studies in the University.

### **Programme Objective:**

The overall programme objective of M.Phil. degree is to empower the Research Scholars to enable them to equip and to gain expertise themselves in the field of Research Methodology, Financial and Business Organizations, Human Resource Management, Organization Behaviour, Business Environment, Entrepreneurial Development, Co-operative Management, Marketing Management, Insurance Management, Technology Banking, Financial Management, Financial Markets and Services and International Business.

### **Programme Learning Specific Objectives:**

The objective of the programme is to enable the research scholars to:

**PLSO1** Gain expert knowledge in the field of Research Methodology and Business Organisations.

**PLSO2** Ever changing environmental business, Human Resources, Marketing Management, Organizational Behaviour and Entrepreneurial Development, the knowledge can be gained

**PLSO3** Impart expert knowledge about conducting research in International Business with relevant exposure to technology banking and Insurance Management.

**PLSO4** Equip the researchers with expert knowledge about the principles and Practice co-operation.

**PLSO5** research problem solving and decision making areas in Financial Management and Financial Market and Services

### **PROGRAMME OUTCOME**

**PO1** Critical thinking

**PO2** Cultivating Cognitive skills required in the job market

**PO3** Effective Communication

**PO4** Familiarity with ICT to thrive in the information age

**PO5** Cultivating aptitude for research

**PO6** Respect for alternate view-points including those conflicting with one's own perspectives

**PO7** Ability to work individually and as members in a team

**PO8** Upholding ethical standards

**PO9** Acting local while thinking global

**PO10** Commitment to gender equality

**PO11** Commitment to Sustainable development



**PO12** Lifelong learning

**PROGRAMME SPECIFIC OUTCOMES**

This M.Phil. Research programme would enable the students to gain proficiency in research methodology and application of research methodological practices in the chosen fields specialisations like Human Resource Management, organisational behaviour, business environment, Entrepreneurial development, Co-operative Management, Marketing Management, Insurance management, Financial Management, Finance Markets and Services and International Business. After completion of this research programme the scholars will be able to

- PSO1** Recall the time tested methodologies and research practices in the chosen field f respective specialisations.
- PSO2** Enable themselves to gain expert knowledge in the research methodology and chosen field of respective specialisations.
- PSO3** Demonstrate the professional skills in the research process and application of the chosen field of respective specialisations.
- PSO4** Identify the problems, prospects, growth and developmental areas of research in the chosen fields of respective specialisations.
- PSO5** Gain competence in the theoretical and conceptual parts of research methodology and expertise in the domain field of research undertaken.
- PSO6** Develop and write the research articles and publications on the chosen fields of respective specialisations.

**Semester -1**

**Course I RESEARCH METHODOLOGY**

**Credits: 6  
Hours :80**

**LEARNING OBJECTIVE**

The main objective of this course is

LO 1: To educate the Scholars' in different Types of Research and Research Process.

LO 2: To understand the Research Design and Sampling Design.

LO 3: To expose the scholars' knowledge in Measurement and Scaling Techniques.

LO 4: To educate the researchers in Framing the Hypothesis.

LO 5: To enhance the skills in Report Writing.

**Course Outcome**

Upon completion of the course, the research scholars will

CO1: able to identify research problem and to find appropriate research design.

CO 2: Cultivating and enhance the knowledge about Research Design and Sampling Design.

CO 3: Understand the application of Measurement and Scaling Technique.

CO 4: Have the ability to frame the Hypothesis and to do appropriate Analysis.

CO 5: Cultivate the skill in draft the Research report.

**Unit-I**

Research Methodology: Meaning, objectives and types of research, Research process – quality of Good Research. Research problem – selecting the problem. Techniques involved in defining a problem.

**Unit-II**

Research Design: meaning, need and types of research design – Features of a good design – Developing a research plan. Sampling Design: Implications, Steps – Characteristics of Good Sample Design – Different Types of Sample Designs, and Criteria for Selecting a Sampling procedure

**Unit-III**

Measurement and Scaling Techniques: Measurement Scales – Sources of Error in Measurement – Meaning of Scaling – Importance and Method of Data collection, primary and secondary Data – Observation – Interview – Questionnaire – Schedule. Case study Method – Selection of Appropriate Method of Data Collection.

**Unit-IV**

Processing and Analysis of Data: Editing – Coding – Classification - Tabulation. Statistics in Research: mean, Median and Mode – Standard Deviation – correlation – Regression – Hypothesis – Criteria of a Good Hypothesis – Advantages of Formulating Hypothesis – Univariate – Bivariate – Multivariate analysis.

**Unit-V**

Report Writing: Types – Different Steps in Report Writing – Mechanics of Writing a Research Report – Precautions for Writing Research Reports – Computer role in Research: Computer and Computer Technology – Computer System – Characteristics – Computer Application – Computers and Researcher.

### Text Books

1. Kothari C. R 2016 Research Methodology (Methods and Techniques) New Age International Publications, New Delhi.
2. Gosh B. N 2016 Research Methods and Social Research, Sterling Publications, New Delhi
3. David De Vays 2015 Research Design in Social Research, Sage Publications, New Delhi
4. Wilkinson and Bhandarkar 2015 Methodology and Techniques of Social Research, Himalaya Publications, Mumbai.

### Supplementary Readings

1. Deepak Chawla NeenaSodhi 2017Gorde WJ and Hatt Research methodology, S. Chand & Sons, New Delhi.
2. Amarchand D 2016 Research Methods in Commerce, Emarald Publications, Chennai.
3. Gorde WJ and Hatta PK 2014 Methods in Social Research, McGraw Hill, New Delhi.
4. Partha Nath Mukerji 2012 Methodology in Social Research, Dilemmas and Perspectives, Sage Publications, New Delhi.

### Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome

PO/CO	Programme Outcomes												Programme Specific Outcomes						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	√																√		
CO2					√								√						
CO3							√											√	
CO4														√					
CO5																√			
CO6								√											√

### Suggested MOOC courses

1. <https://www.mooc-list.com/course/understanding-research-methods-coursera>
2. <https://www.mooc-list.com/tags/survey-research-methodology>
3. <https://www.mooc-list.com/tags/methodology>
4. <https://www.mooc-list.com/course/qualitative-research-methods-coursera>
5. <https://www.mooc-list.com/tags/scientific-methods>
6. <https://www.mooc-list.com/course/research-methods-saylororg>

Semester -1

## **Course II BUSINESS MANAGEMENT APPLICATION**

**Credits: 6**

**Hours :80**

### **LEARNING OBJECTIVES:**

LO1- To impart the scholars about the basics of Management.

LO2- To train the scholars on core functional areas like Marketing and Financial Management.

LO3- To inculcate the scholars on core functional areas like Human resource management and Information system.

LO4: To provide the general outline about the need for controlling in an organization.

LO5: To impart knowledge on the need for communication and different types of communication.

### **COURSE OUTCOME:**

After successful completion of the course the scholars will be able to

C01- The scholar can get expert knowledge and the activities involved in Staffing and Co-ordination function.

C02- The scholar can cultivate cognitive skills on the task involved in New product development, product innovation and acquire professional skills on their field.

C03- The scholar can able to critically think about the need and allocation of funds for Working capital management.

C04- The scholar can able to develop theoretical and conceptual knowledge on training and its suitability to the Industry.

C05- The scholar can able to work individually in the process and activities in a Management information system department and they can write a quality research article.

### **Unit-I - Management Process:**

Evolution of management thought - steps in planning - types of policies - delegation of authority - importance of staffing - need and principles of coordination - essential requirements of effective supervision - concepts and importance of control – MBO and MBE.

### **Unit-II - Marketing Management:**

Definition - role and concepts of marketing- segmentation, targeting, positioning- marketing mix - classification of product - new product development - product innovation - product life cycle -branding – pricing – strategies of policies- channels of distribution - promotion - advertising - market research - sales forecasting.

### **Unit-III - Financial Management:**

Definition - scope of finance function - objectives of financial management - tools of financial analysis: funds flow, cash flow and ratio analysis - sources of finance: types - kinds and determinants of working capital - functions and problems of cash management - types and objectives of inventory management - objectives and determinants of receivables management.



**Suggested MOOC Course:**

**<https://www.mooc-list.com/tags/business-process-management>**

1. Business Process Management: an Introduction to Process Thinking (FutureLearn)

Created by: [Queensland University of Technology](#)

Delivered by: [FutureLearn](#)

Taught by: [HajoReijers](#), [Jan Mendling](#), [Marcello La Rosa](#), and [Marlon Dumas](#)

2. Management & Leadership

Modeling Business Processes with BPMN (mooc house)

Created by: [Signavio](#)

Delivered by: [Mooc.house](#)

Taught by: [Various Instructors](#)

**<https://www.edx.org/micromasters/iimbx-business-management>**

Master the essentials of managing a successful business

**<https://www.coursera.org/specializations/wharton-business-foundations>**

**The Wharton School, University of Pennsylvania**

**Introduction to Marketing**

Instructors: [Barbara E. Kahn](#), [Peter Fader](#), and [David Bell](#).

**Introduction to Financial Accounting**

Instructor: [Brian J Bushee](#)

**Managing Social and Human Capital**

Instructors: [Michael Useem](#), and [Peter Cappelli](#)

**Introduction to Corporate Finance**

Instructor: [Michael R Roberts](#)

**Introduction to Operations Management**

Instructor: [Christian Terwiesch](#)

<https://www.edx.org/micromasters/ubcx-business-fundamentals>

The University of British Columbia, Business Fundamentals

**Field of Specialization**  
**Course III (3.1) Human Resource Management**

**Credits: 6**  
**Hours :80**

**Learning objective**

- LO1: To make the students, analyse the HRM concepts, theories with research perspectives.
- LO2: To make the students evaluate the existing literature in the field of HRM for narrowing down their research area
- LO3: To make the students create new theories by synthesising and integrating the existing theories based on the contemporary practices.
- LO4: To provide the concepts of job analysis and job design
- LO5: To impart knowledge on the promotion, job evaluation and compensation issues.

**Course Outcome**

- CO1: The student will be able to effectively understand the HR problems in the organisation by making the proper research framework.
- CO2: The student will be able to apply the HR knowledge in formulating the causal determinants of the particular research problem.
- CO3: The student will be able to make an in depth analysis of cause and effect relationship with appropriate tools.
- CO4: The student will be able to evaluate the research results obtained for its consistencies and accuracy and make critical recommendations.
- CO5: The student will be able to create HR policies and procedures with the support of existing literature and research findings

**Unit-I : Introduction**

Human Resource Management – Importance – Challenges – Line and Staff aspect – HR management activities – Role of personnel manager – Images and qualities of HR manager – Integration of employee/management interests – Harvard frame work of HRM – Environment of Human Resource Management – External forces, internal forces, Environment scanning.

**Unit-II : Human Resource Planning, Job Analysis, Job design and job evaluation**

Human resource Planning – Importance – future personnel needs, creating talented personnel, foundations for personnel functions – Factors affecting HRP – HR supply/demand forecast – Recruitment – Factors affecting recruitment – Recruitment policy – Internal/External sources of recruitment – Methods of recruitment – Selection procedure – Orientation program - Job analysis – Content, steps in job analysis, methods of collecting job data, potential problems with job analysis – Factors affecting job design – JOB design approaches – Job specification – Job evaluation – Basic procedure, advantages, Limitations of Job evaluation – Job evaluation methods.

**Unit-III : Training, Promotion and Compensation**

Distinction between training and development – Inputs in T&D – Skills, education, development, ethics, attitudinal changes, decision making skills – Gaps in training – principles of learning – learning curve – The training process – Evaluation – Training methods/techniques – On the job training, Off the job training – Management Development – Pedagogical approaches and techniques of management development – Promotion – Promotion policy – Types of Promotion – Basis of Promotion – Seniority – Merit – Ability – Transfers – Reasons, principles, types – Separation – Lay off, resignation, dismissal, retrenchment, voluntary retirement scheme – Components of remuneration – Wages and salary,

incentives, fringe benefits, perquisites, non monetary benefits – Factors affecting employee remuneration – Minimum wage, fair wage, living wage – Executive remuneration.

#### **Unit–IV : Performance Appraisal, Morale and Employee Motivation**

What should be appraised – Traditional methods of performance appraisal – Modern methods of appraisal – MBO process – Appraisal techniques failure – Ethics of appraisal – Potential appraisal – Potential attributes – Career planning and development – Succession planning – Motivation and morale – Demotivation of employees – Performance Vs motivation – Incentive Vs Motivation – Retention determinants – Organizational components, organizational career opportunities, Attrition – Objectives – Problems and Benefits, Rewards and retention, Employee relationship – Employees Engagement – Employees Score card.

#### **Unit–V : Quality of work life and Participative Management**

Scope and ways of participation – Board level, ownership, complete control, staff council, joint council, collective bargaining, Job enlargement/enrichment, suggestion schemes, quality circle – Total quality management – Structure of participative management – Nature and benefits of participation – managing diversity – gender issues in equal employment – Quality of work life – Role of supervisor in QWL – Safety – Types of accidents – Safety programs – Work place health issues – Work place violence – outsourcing HR activities.

#### **Text Books**

5. Aswathappa, K., Human resource and personnel Management, Tata Mc Graw Hill, New Delhi, 2005.
6. Mammoria, C.B. & Gangar, S.V., Human resource management, Himalaya Publishing House, Mumbai, 2004.
7. Sengupta & Amitabha, Human resource management concepts, practices and new paradigms, Sage publication, New Delhi, 2018.
8. Venkatapathy, R., Labour Welfare and industrial relations, Himalaya Publications, Mumbai, 2003.
9. Dr. Alex, Soft Skills, S. Chand Publications
10. Mello & Jeffrey A, Strategic human resource management, 4<sup>th</sup> edition, Cengage learning, New Delhi, 2015.

#### **Supplementary reading books / Reference books**

5. Gary Dessler & Biju Varkkey, “Human Resource Management”, 15<sup>th</sup> Edition, Pearson India, 2019.
6. Gary Yukl & Nishant Uppal, “Leadership in Organisations”, 8<sup>th</sup> Edition, Pearson, 2017.
7. Anderson & Valerie, “Research methods in Human Resource Management”, 2<sup>nd</sup> edition, Hyderabad Universities Press, 2011
8. Robbins, Judge & Vohra, “Organizational Behavior”, 18<sup>th</sup> Edition, Pearson India, 2019.
9. Dipak Kumar Bhattacharyya, “Human Resource Research Methods”, Oxford University Press, 2007.



### Outcome Mapping

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06
CO1					√	√						√	√	√		√	√	
CO2		√		√								√	√	√			√	√
CO3		√			√				√	√		√				√	√	√
CO4	√		√	√		√	√	√			√		√		√		√	√
CO5	√		√				√	√		√	√				√	√	√	

### Suggested MOOC courses

1. Research writing by Prof. Aradhna Malik, IIT Kharagpur, NPTEL, <https://nptel.ac.in/courses/110/105/110105091/>.
2. Principles of Human Resource Management by Prof. Aradhna Malik, IIT Kharagpur, NPTEL, <https://nptel.ac.in/courses/110/105/110105069/>.
3. Statistics and R, by Harvard University, <https://www.edx.org/course/statistics-and-r-2>.
4. Human Resource Development by Prof. KBL Srivastava, IIT Kharagpur, NPTEL, <https://nptel.ac.in/courses/109/105/109105121/>.

Semester -2

**Field of Specialization**  
**Course III (3.2) Marketing Management**

**Credits: 6**  
**Hours :80**

**LEARNING OBJECTIVE**

The main objective of this course is

- LO 1: To enhance the skills in different concepts of marketing and important strategies in marketing.
- LO 2: To understand the consumer behaviour and their major influencing factors.
- LO 3: To expose the scholars' knowledge in analysing the business opportunity and segmenting the market.
- LO 4: To educate the researchers in product development concept and pricing strategies.
- LO 5: To identify the domestic, international distribution system and its importance.

**Course Outcome**

Upon completion of the course, the research scholars will

- CO 1: Critically think about the Challenges and Dynamic Environment of Marketing concepts.
- CO 2: Cultivating and enhance the knowledge about the effects of globalised business world.
- CO 3: Understand the application of marketing research in international aspects to identify the new markets with product and pricing focus.
- CO 4: Have the ability to work and demonstrate the planning of marketing activities on foreign markets and domestic markets.
- CO 5: Analyse and design strategies for consumer behaviour that firms utilize when marketing their products.
- CO 6: Develop competencies and upholding the strategies in implementing Global Marketing Strategies

**UNIT-I:**

Marketing Environment-Societal Marketing- Green Marketing - Global Marketing – Rural Marketing - Relationship marketing - Services Marketing - Marketing Ethics – Consumer Protection - Marketing Research - Market Segmentation and Market Targeting and positioning – Marketing Audit- Product Focused Marketing - Consumer Focused Marketing.

**UNIT-II:**

Consumer Behaviour - Theories of consumer behaviour - Buying Process - Understanding the buyer- Influence of buyer behaviour - Sales Forecasting - Marketing Intelligence System

**UNIT - III:**

Product - Product Liability - Technological Innovations - New Product Development - Product life cycle - Global brands Vs National brands - Brand Loyalty - Brand Equity - Packaging Process - Product Mix Strategies – innovation and Planned Obsolescence.

**UNIT - VI:**

Pricing - Objectives - Pricing Procedure - Pricing Policies and strategies - Government Policies Price Sensitivity - Distribution - Channels of Distribution - conflict- Elimination of Middlemen -Public Distribution System - Merchant Middlemen Vs Agent Middlemen - Organized Retailing.

**UNIT-V:**

Promotion Mix - Advertising - Types of Advertisements - Advertising Campaign – Advertising budget - Advertising effectiveness - Advertising in India - Advertising Agency- Internet advertising - Door to Door selling - Sales Promotion - Publicity - Demonstration effect.

**Text Books**

1. Rajan Sexena, Marketing Management, The McGraw Hill Company, New Delhi, 2007.
2. Micheal Rezinkota and Masakki Kotaba, Marketing Management, Thomson Publishing, New Delhi, II edition.

**Suggested Supplementary Reading:**

3. Leon, G. Schiffman & Les Lie Laear Kanun, Consumer Behaviour, Prentice Hall of India, New Delhi, IX edition.
4. Philip Kotler and Kevin Lane Koller, Marketing Management, Prentice Hall of India, New Delhi, India, IX edition.
5. C.L. Tyagi Arun Kumar, Consumer Behaviour, Attantic publisher & Distributors, New Delhi, 2004.

## Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome

PO/CO	Programme Outcomes												Programme Specific Outcomes						
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	√																√		
CO2					√								√						
CO3							√											√	
CO4														√					
CO5																√			
CO6								√											√

### Suggested MOOC courses

1. <https://www.mooc-list.com/course/meaningful-marketing-insights-coursera>
2. <https://www.mooc-list.com/course/market-research-and-consumer-behavior-coursera>
3. <https://www.mooc-list.com/course/cost-and-economics-pricing-strategy-coursera>
4. <https://www.mooc-list.com/course/forecasting-models-marketing-decisions-coursera>
5. <https://www.mooc-list.com/course/sales-marketing-alignment-coursera>

**Field of Specialization**  
**Course III (3.3) Behavioural Science**

**Credits: 6**  
**Hours :80**

**Learning Objectives**

- LO1: Gain knowledge in the field of behavioural science group behaviour and organizationall behaviour.
- LO2: Understanding on personality, values, attitudes and job satisfaction.
- LO3: Enhances the knowledge base on leadership, power, polities and conflict in organization.
- LO4: Gives inputs on motivation and group behaviour.
- LO5: Enables them to understand the organizational change and organizational development.

**Course Outcome**

- CO1: Helps in understanding behavioural science.
- CO2: Makes the researcher to gain knowledge on personality values and attitudes.
- CO3: Develops Leadership.
- CO4: Cultivates the habit of motivation.
- CO5: Ability to understand the importance of organizational change and development.

**Unit-I : Human Behaviour in Organization, Perception, Communication and Learning**

Understanding human behaviour– Organization as a social system – The formal and informal organization – Foundations and historical development of organizational behaviour model – Contributing disciplines to organizational behaviour – Schools of thought in organizational behaviour – Hawthorne experiments and its implications - Perception – Perceptual Process – Factors influencing perception – Halo effect – Stereo typing; Learning – Theories – learning curve; Communication – Barriers to communication – Defensive and Non–defensive communication – Reflective Listening.

**Unit-II : Personality, Values, Attitudes and Job Satisfaction**

Personality – Theories – Determinants of personality – Type A and Type B personality Values – types; Attitudes – Functions of attitudes – Barriers to attitudinal changes – work attitudes - Job satisfaction – Theories – Factors determining job satisfaction – Job dissatisfaction

**Unit-III : Leadership, Power, Politics and Conflict**

Leadership – Leader Vs Manager – Leadership theories – Leadership styles - Power – Types and sources of power – Power and politics - Conflict – Causes and types of conflict – Interpersonal – Intra group conflict – Transactional Analysis – Johari Window – Interpersonal conflict resolution – Counselling.

#### Unit-IV : Motivation & Group Behaviour

Motivation – Process – Theories, Content theories of Motivation – Process theories of motivation – Performance Management – Defining Performance – Performance feedback – Individual Vs Team reward system - Defining and classifying groups – Workgroup behaviour – Group structure / Processes and tasks – Group decision making – Work teams – Group Vs Team – Dynamics of group behaviour - Stress – Causes of stress – Stress reduction strategies – Stress and Performance – concept and factor influencing organizational citizenship behaviour – Concept and factors influencing organizational commitment.

#### Unit-V : Organization Change and Organizational Development

Organizational change – Meaning – Models of change – Resistance to change – Managing planned change - Organizational culture – creating and maintaining the culture – Organizational culture Vs organization climate - Organizational development – Process – Organizational development Interventions – Recent developments in Organizational development.

#### Text Books

1. Stephen P. Robbins, Organizational Behaviour, Pearson Education.
2. Steven L. Mushane, et al. Organizational Behaviour, Tata McGraw Hill.
3. Jerald Green Berg, et al, Organizational Behaviour, A Simon & Schuster Company
4. R.S. Dwivedi, Human Relations and Organizational Behaviour, Macmillan Publishers India Limited.
5. S. Davar, Organizational Behaviour, U&S publishers.
6. Mishanes et al, Organizational Behaviour, TMH.

#### Supplementary Reading Books

1. Human Resource and Personal Management, Text and Cases K. Aswathappa
2. Fred Luthans, Organizational Behaviour, Tata McGraw Hill.
3. Herman J, Research Methodology & Social Research, Dlinemmas and perspectives, sage.

#### Outcome Mapping

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06
CO1					✓	✓						✓	✓	✓		✓	✓	
CO2		✓		✓								✓	✓	✓			✓	✓
CO3		✓			✓				✓	✓		✓				✓	✓	✓
CO4	✓		✓	✓		✓	✓	✓			✓		✓		✓		✓	✓
CO5	✓		✓				✓	✓		✓	✓				✓	✓	✓	

#### Mooc Courses

1. Introduction to developmental psychology.
2. Introduction to social psychology Health and behaviour.

Semester -2

**Field of Specialization**  
**Course III (3.4) Financial Management**

**Credits: 6**  
**Hours :80**

**Learning Objective:**

**LO1:** To educate the concept of finance and its concern with everything that takes place in the conduct of the research.

**LO2:** To develop and acquaint the scholars with the various concepts, techniques, methods of planning and forecasting.

**LO3:** To inculcate the concepts and various methods of portfolio analysis.

**LO4:** To impart knowledge on merger and acquisitions.

**LO5:** To provide the financial concepts of Commodity Exchanges and its trading methods.

**Course outcome**

After completion of this course, the scholar should be able to

CO1: Identify the researchable problems and find the appropriate research design for the identified research problem and objectives in the area of finance.

CO2: Able to understand and analyse the investor protection measures and investors education initiatives in the Indian capital market.

CO3: Analyse the key issues related to financial distress and various facets of share buy-backs and stock splits.

CO4: Discuss the techniques of corporate performance such as ROI, ROE, EVA and MVA..

CO5: Expound various views on difference between commodity and financial derivatives and explore the method of trading on NCDEX platform and its application .

**Unit-1**

**Behavioural Finance** - Prospect Theory - Mental Short cuts and Impact on Investment decisions - Gambler's fallacy- Social and Emotional influence on investment behavior. Efficient Market Hypothesis (EMH) - Market Anomalies - Rational Thought: Pascal-Fermat to Friedman-Savage - Expected Utility Theory [EUT] - Paradoxes (Aliais and Others) - Prospect Theory - Information Processing: Bayesian Decision Making, Heuristics and cognitive biases - Emotion and Neuroscience -Group Behavior: Conformism, herding, fatal attractions.

**Unit-2**

**Investment Process**

Structural changes and growth of the Indian capital market - Stock Market Indices in developed markets and the Indian capital market- Investor protection measures and investor education initiatives in the Indian capital market.

Markowitz portfolio theory: Portfolio Analysis: Estimating the portfolio return and portfolio risk, formation of Efficient Frontier of Portfolios and Portfolio Selection - Modern portfolio theory -Capital Asset Pricing Model (CAPM) - Evaluation of CAPM - Construction of CML, SML and Characteristics Line- Arbitrage Pricing Theory (APT).

### **Unit-3**

#### **Human Resource Accounting**

Human Capital and Productivity - Human Resource Accounting - Measurement of Human Value addition into Money Value - Human Resource Accounting: Objectives and Approaches. Investment Approach: Investment in Human Resources; HR Value - Concepts, Methods and Mechanics - HR Accounting: Design of HR Accounting process and Procedures for each of the HR sub-system including recruitment, induction, training; HR Auditing and Accounting - HRA Oriented Reporting processes including P&L Accounting and Balance Sheet.

### **Unit-4**

#### **Corporate Restructurings**

Merger and Acquisitions - Motives for Mergers - Basic forms of Acquisitions - NPV of a merger - Defensive strategies to prevent takeover attempts - Benefits of Merger - Leveraged Buyouts: types - Financial Distress - Re-Organisation of firms - Share Buy-backs and Stock Splits. Measures of Corporate Performance: ROI, ROE, EVA, MVA, Balanced Scorecard.

### **Unit-5**

#### **Commodities Derivatives Market:**

Difference between Commodity and Financial Derivatives - Evaluation of Commodity Exchanges - Trading on NCDEX platform - Application of Commodity Futures: Forward Contracts - Futures and Options - Trading, Clearing and Settlement - Regulatory framework of Commodity Derivatives.

#### **Text Books**

1. Khan, M.Y. and P.K. Jain, *Financial Management–Text and Problems*, 4th ed.,Tata McGraw Hill Publishing Co., New Delhi, 2017.
2. Srivastava. R.M., *Financial Management*, Himalaya Publication House, Mumbai, 2016.
3. Prasanna Chandra, *Financial Management: Theory and Practice*, Tata McGraw Hill, 2016.
4. Aron Gottesman, *Derivatives Essentials*, Wiley Finance Series, 3<sup>rd</sup> ed., 2016.
5. Shuchita Singh and Shilpa Bahl, *Behavioural Finance*, Vikas Publishing House PVT Ltd.,New Delhi, 2016.



6. Donald E.Fisher and Ronald.J.Jordan, Security Analysis and Portfolio Management, Perason Publications,Seventh Edition, 2018.

### Supplementary Readings

1. Eugene F. Brigham & Michael C. Ehrhardt, Financial Management: Theory and Practice, Cengage Publication, 2015.
2. James C Van Horne, Fundamentals of *Financial Management*, 13th Edition, PHI Learning Publisher, New Delhi, 2015.
3. Kuchhal, S.C., *Financial Management*, Allahabad, Chaitanya Publishing House, 2014.
4. Pandey, I.M., *Financial Management*, (10th Edition), Vikas Publishing House, 2014, New Delhi.

### Outcome Mapping

C O/ PO	PO O6	PO O5	PO O4	PO O3	PO O2	PO O1	PO 12	PO 11	PO 10	PO 9	PO 8	PO 7	PO 6	PO 5	PO 4	PO 3	PO 2	PO 1
C O1		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓			✓	✓
C O2				✓	✓	✓					✓			✓			✓	✓
C O3		✓	✓	✓	✓	✓	✓	✓		✓	✓			✓		✓		✓
C O4	✓	✓					✓				✓			✓				
C O5	✓		✓	✓	✓	✓	✓				✓			✓				

### SUGGESTED MOOC COURSES:

1. **Financial Accounting and Analysis:** (edx) Created by Indian Institute of Management , Bangalore, Taught by Padmini Srinivasan.
2. **Financial Engineering And Risk Management Part I :** (Coursera), Created By: Columbia University, Taught By: Garud Iyengar & Martin Haugh.
3. **Portfolio And Risk Management(Coursera)**, Created By: Indian School Of Business (Isb), Delivered By: Coursera, Taught By: Ramabhadran Thirumalai.
4. **Money Markets& Foreign Exchange:** (edx) Created by New York Institute, Finance, Instructors Jack Farmer and Chris Thomas.
5. **Equity Markets And Financial Regulations:** (edx) Created by New York Institute, Finance, Instructor Jack Farmer.
6. **Derivatives, Futures, Swaps and Options:** (edx) Created by New York Institute, Finance, Taught by Jack Farmer & Cris Thomas.

Semester -2

**Field of Specialization**  
**Course III (3.5) Strategic Management**

**Credits: 6**  
**Hours :80**

Learning Objectives

- LO1: To expose students to various perspectives and concepts in the field of strategic management.
- LO 2: The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- LO 3: To help students develop skills for applying these concepts to the solutions of business problems.
- LO 4: To help students master the analytical tools of strategic management.
- LO5: To Acquire the formulation and implementation of Business Policies and Strategies.

Course Outcome

At the end of the course students would able to

- CO1 : Understand the basic concepts and principles of strategic management and to analyze the internal and external environment of business.
- CO 2: Develop and prepare organizational strategies that will be effective for the current business environment.
- CO 3: Devise strategic approaches to managing a business successfully in a global context.
- CO 4: To help students master the analytical tools for strategic management.
- CO 5: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi functional perspectives.

**UNIT I**

STRATEGY AND PROCESS - Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process - Stakeholders in business -Vision, Mission and Purpose - Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

## **UNIT II**

COMPETITIVE ADVANTAGE - External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution- Globalization and Industry Structure - National Context and Competitive advantage Resources-Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage-Distinctive Competencies-Resources and Capabilities durability of competitive Advantage-Avoiding failures and sustaining competitive advantage-Case study.

## **UNIT III**

STRATEGIES - The generic strategic alternatives - Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

## **UNIT IV**

STRATEGY IMPLEMENTATION & EVALUATION -The implementation process, Resource allocation, Designing organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict- Techniques of strategic evaluation & control- Competitive cost dynamics - experience curve - BCG approach - cash flow implication - IA - BS matrix - A.D. Little's Life - Cycle approach to strategic planning - Assessment of economic contribution of strategy - case study.

## **UNIT V**

OTHER STRATEGIC ISSUES - Managing Technology and Innovation- Strategic issues for Non Profit organizations. New Business Models and strategies for Internet Economy-case study

### Text Books

1. Management Policy and Strategic Management – RM. Srivastava Concepts, Skills and Practices, Himalaya Publishers – 2014.
2. Survival and growth strategies for Business Dynamics, Author: 1) T.Aranganathan, 2) K. Vijayarani, 3)) Elangovan. R, 4) K. Sundar, 5) T. Srinivasan – Scitech Publishers – 2010.
3. Strategic Management Information, Implementation and control, Author: John A Pearce, Richard B Robinson Jr, Amita Mital, Tata McGraw Hill Publishers – 2008.
4. Strategic Management of Human Resources – Jeffrey A. Mello – Cengage Learning Publishers – 2015.
5. Business Policy and Strategic Management – Francies cherunilam, Himalaya Publishers – 2015.
6. Business policy and strategic management – Ravikant Mukherjee, Adhyayam Publishers – 2010.

### Supplementary Readings

4. Strategic management formulation, Tenth Edition, Implementation and control by John A Pearce, Richard B Robinson, Jr, Amita Mital (2011) Tata mcgraw hill education private limited.
5. Strategic management of human resources 3<sup>rd</sup> edition (2014) by Jeffrey A Melio – cengage learning india private limited – Delhi.
6. Management policy and strategic management concepts, skills and practices, third edition by R.M. Srivastava – Himalaya publishing house (2014), Mumbai.
7. Business policy and strategic management edition (2010) by Ravikant Mukherjee – Adhyayam publishers and distributors, New delhi.

### Outcome Mapping:

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06
CO1					✓	✓						✓	✓	✓		✓	✓	
CO2		✓		✓								✓	✓	✓			✓	✓
CO3		✓			✓				✓	✓		✓				✓	✓	✓
CO4	✓		✓	✓		✓	✓	✓			✓		✓		✓		✓	✓
CO5	✓		✓				✓	✓		✓	✓				✓	✓	✓	

### **Suggested Mooc Courses**

1. Mooc material: competitive strategy, created by:  
Luduog – Maximillians – universitat Munchen, delivered by coursea, Tansut by Tobias kretschmer
2. Critical perspectives on management created by IE business school, delivered by coursea, Tansut by ROIF strom-olsen.
3. Advanced competitive strategy, created by Ludig – maximillians – universitat munchen, delivered by courser, Tansut by Tobias Kretschmer.
4. Strategic management: Be competitive, created by Macquiarie university, delivered by courser, tansut by Ralfurilolen.

Semester -2

**Field of Specialization**  
**Course III (3.6) Project Entrepreneurship and Small Business Management**

**Credits: 6**  
**Hours :80**

**Learning Objectives**

The objectives of this course is

LO1: To study about planning of a project and to conduct feasibility study

LO2: To understand the financial aspects of a project and also the ways to evaluate the project

LO3: To analyze the concept of entrepreneurship and its role and responsibilities

LO4: To know about various environmental aspects of entrepreneurship and its challenges

LO5: To familiarize characteristics, marketing methods, sickness and growth of small business management

<b>Course Outcomes:</b>	
After the successful completion of the course, the scholars will be able to	
CO1	plan for a project, project organization, and also they will be able to do feasibility study based on various aspects of the project.
CO2	understand the financial aspects of a project by means of estimating project time and cost, project information system and also the ways to evaluate the project using PERT
CO3	analyze the concept of entrepreneurship, role and responsibilities of an entrepreneur in Indian Business Context, and also they will be able to know about Entrepreneurial Development Programme
CO4	know about various environmental aspects of entrepreneurship like social, cultural, political, natural, geographic, economic and technological aspects, and the factors affecting entrepreneurial growth
CO5	familiarize characteristics of small business, marketing methods like pricing and distribution, sickness in small business, and growth of small business management.

**Unit-I : Project Planning and Feasibility Studies**

Definition of project – Classifications of projects – Importance – Scope – Project Identification – Idea generation and Screening – Project selection and Planning – Project Formulation – Project life cycle – Project Organisation – Roles and Responsibilities of project manager – Managing project team - Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic – Managerial and Financial analysis – Detailed Project Report – Resource Survey – Selection of plant location – Project contracts – Insurance for projects – Project Implementation.

**Unit-II : Project Finance and Evaluation**

Estimating project time and cost – Cost of capital – Source of finance – Cost control – Project Scheduling and Monitoring – Project Information System and Documents – Project Report – Social Cost Benefit Analysis – Project Evaluation and Performance review techniques.

**Unit-III : Introduction to Entrepreneurship**

Definition – Concept – Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Role and Responsibility of Entrepreneurs in Indian business context –

Entrepreneurial Motivation – Entrepreneurial Development Programme: Role and objectives of the programme – Contents – Institutions aiding Entrepreneurs – Central and State level Institutions.

#### **Unit–IV : Entrepreneurship Environment and Challenges**

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on Entrepreneurship – Factors affecting entrepreneurial growth – Globalization and its challenges – Steps to face global challenges – Strategies for the development of women entrepreneurs.

#### **Unit–V : Small Business Management**

Small Enterprises – Definition – Classification – Characteristics – Ownership Structures – Steps involved in setting up a small business – Identifying and selecting a good Business opportunity – Market potential analysis – Marketing methods: Pricing and Distribution methods. Sickness in small Business: Concept – Magnitude – Causes and Consequences – Corrective Measures – Government Policy on Small Scale Enterprises – Growth Strategies in small industry: Expansion – Diversification – Joint Venture – Merger and Sub Contracting – NSIC – DIC – Development commissioner for small scale industry – commercial banks – IDBI role in small scale industry – EXIM Bank

#### **Text Books**

1. David H. Holt. Entrepreneurship. New Venture creation, New Delhi: Prentice Hall of India, 1991
2. Gopalakrishnan P and V. E. Ramamoorthy. Project Management. New Delhi: Mac Millan India Ltd. 2009
3. Prasanna Chandra. Projects. New Delhi: Tata McGraw Hill. 2007
4. Kanka S. S. Entrepreneurial Development. New Delhi: S. Chand & Co., 2012
5. Vasant Desai. Dynamic of Entrepreneurial Development and Management. New Delhi: Himalaya Publishing House. 2008

#### **Supplementary Readings**

1. Meredith, J.R. & Mantel, S.J. 2000. *Project management: A managerial approach*, 4<sup>th</sup> Ed. New York: Wiley.
2. Smith, K.A. 2000. *Project management and teamwork*. New York: McGraw-Hill.
3. Van Voorhis, Kenneth R. Entrepreneurship and Small Business Management. Boston: Allyn and Bacon. 1980.
4. Saravanavel. Entrepreneurship. Mumbai: Himalaya Publishing House

## Outcome Mapping

CO/ PO	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO 1					√											√		
CO 2	√			√										√				
CO 3							√										√	
CO 4		√														√		
CO 5								√				√			√			

### Suggested MOOC Courses:

1. **Fundamentals of Project Planning and Management**, Created by University of Virginia. Delivered by Coursera. Taught by Yael Grushka – Cockayne.
2. **Entrepreneurship**, Created by University of Pennsylvania. Delivered by Coursera. Taught by
3. **Introduction to Project management Principles and Practices Specialization**, Created by UCI Division of Continuing Education, Delivered by Coursera. Taught by Margaret Meloni
4. **How to start your own business specialization**, Created by Michigan State University, Delivered by Coursera. Taught by Forrest S. Carter, Ken Szymusiak, and David Wheeler



Semester -2

**Field of Specialization**  
**Course III (3.7) Productions and Material Management**

**Credits: 6**  
**Hours :80**

**Learning Objective**

**LO 1.**To develop how the production, have importance and can provide a competitive advantage in the workplace.

**LO 2.**To understand the techniques location and facility planning, job capacity planning in production and materials management.

**LO 3.**To elaborate the characteristics of purchasing, stores make or buy and inventory control of materials to meet the needs of the firm.

**LO4:** To explain the essentials of materials management and the role of inventory system in running a business and to develop skills in solving production related problems.

**LO5:** To impart knowledge on the materials management information system.

**Course Outcomes**

After the successful completion of the course the scholars will be able to;

**CO 1:** Identify the elements of production management and various processes to enhance productivity and competitiveness.

**CO2:** Appraise the production functions and their interaction with other business functions such as finance, marketing, human resource, supply chain and innovation.

**CO 3:** Plan and implement suitable quality control techniques in quality management.

**CO 4:** Insure the production decisions meet the requirements in the organisation.

**CO 5:** Determine the appropriate decision in on organisational policies and procedures.

**Unit-I: Production Function**

Introduction - Production functions - Design of production system - Types of production - Types of process - Productivity - Ergonomics.

Plant Location - Factors influencing plant location - Multi Plant location - Foreign Location - Relocation - Plant location trends.

**Unit-II: Plant Layout and Maintenance**

Plant Layout - Types of layouts - Process layout - Product layout - Layout of service facilities - Office layout - Use of service facilities - Use of drawings, templates and models in layout physical facilities.

Maintenance - Objective of maintenance - Elements of maintenance - Types of maintenance - Breakdown time - Distribution time - Preventive maintenance Vs Breakdown maintenance - Optimum crew size - Maintenance records.

**Unit-III : Production Planning and Control**

Production Planning and Control - Routing - scheduling - Despatching - Expediting -GANTT charts - Work study, Motion study, Method study analysis - Use of Computers in PPC - Design and Implementation of PPC System.



## **SUGGESTED MOOC COURSES**

- 1. MOOC Material:** Introduction to Operations Management, University of Pennsylvania.Coursera.
- 2. MOOC Material:** Production and materials engineering programme structure,Lund university.Sweden.

Semester -2

**Field of Specialization**  
**Course III (3.8) Research Software**

**Credits: 6**  
**Hours :80**

**Learning Objectives:**

LO1. To impart the scholars to gain expert knowledge of generate bibliographies in different referencing styles

*LO2. To enable the scholars have a thorough understanding on organize literature review and enrich analysis with NVivo Software.*

LO3.To provides an insight into the techniques of quantitative research tools and model testing to the scholars.

LO4: Studies core statistical techniques; data retrieval, analysis and mining;

LO5: Decision modeling to effectively persuade in the projectoriented world of datadriven decisions.

**Course Outcomes:**

After the successful completion of the course, the scholars will be able to:

CO1. Examine and practice the organizing and manage the literature library

CO2. Explore the researchable knowledge on qualitative research

CO3.Scrutinize the various technical knowledge about Model creation, chart creation and data management.

CO4.Develop the constructs and scales for Behavioral research and application of relevant research tools.

CO5: Expertise the Model Testing and measure of model fit indicates.

**Unit I Bibliographic Software: Thomson Reuters EndNote X9**

Introduction to an EndNote Library (Start EndNote, open a reference library, sort the library, select, open, and close a reference, and save references to a custom group.) - Entering a Reference (Manually insert a reference, and attach a file to the reference.) - Searching an Online Database and library catalogs.- Importing Reference Data into EndNote- Searching an EndNote Library and Saving it as a Smart Group - Using EndNote While Writing a Paper with Microsoft Word - Insert bibliographic citations in Microsoft Word, and have EndNote- generate a bibliography for the paper.

**Unit II Literature Review Software: QSR NVivo 10**

The Components of a Project - Working With Your Data - Approaching a Research Project - Prepare Your Data - Prepare for Teamwork - Gather Your Early Ideas - **NVivo** Basics - Creating a Project - Upgrading Projects from Previous Versions - Gathering Your Source Materials - Importing Sources - Classifications and attributes to organize/classify literature sources - Coding text by themes/nodes to analyze your literature sources for major themes/concepts - coding sources by author to facilitate comparisons across the authors of your sources - querying your sources to further analyze your literature sources - using framework matrices to condense your analysis in a grid format.- keeping track of ideas with annotations, memos, and see also links

### Unit III Qualitative Research Software: QSR NVivo 10

Creating a Transcript for Audio and Video Sources - Creating a Log for Pictures - Creating Externals - Creating Memos - Creating Tree Nodes - Creating Cases and Attributes - Adding Attributes - Adding a Case - Simple Coding - Coding a Document - Coding an Audio or Video Source - Coding a Picture - Displaying Coding Stripes - Exploring a Node - Moving on from Basics - Finding Project Items - Querying Your Data -Creating Models - Creating Charts - Running Reports - Exporting Data - About the Sample Project

### Unit IV Quantitative Research Software: SPSS 20

Test of assumption statistics - Runs Test - Distribution Test - T-Test - Homogeneity Test - Validity- Factor Analysis - Reliability- Inter-item comparison - summary of frequencies - statistics - cross-classification - chi-square test - ANOVA - ANCOVA - Bivariate Correlation - Linear regression - MANOVA - MANCOVA - Multivariate Analysis - Cluster analysis - Multidimensional Scaling - Discriminant Analysis - Multiple regression

### Unit V Model Testing & Reporting Software

AMOS - Introduction to AMOS graphics - Estimating Variance & Co-variance - Exploratory analysis - Structural Equation Model - Measure of Model Fit indicates.

#### Texts Books:

1. K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar (2016) Statistical Methods for Research: A Step by Step Approach Using IBM SPSS Hardcover, Atlantic Publishers and Distributors .
2. ASTHANA HARI SHANKAR|BHUSHAN BRA(2016) Statistics for Social Sciences (With SPSS Applications), PHI, 2nd Edition.
3. George Darren(2018), IBM SPSS Statistics 25 Step by Step,Taylor & Francis Ltd, 15th Edition.
4. S. C. Gupta(2018) Fundamentals of Statistics,Himalaya Publishing House; Seventh Edition edition

#### Supplementary Reading

1. [https://aut.ac.nz.libguides.com/ld.php?content\\_id=40172445](https://aut.ac.nz.libguides.com/ld.php?content_id=40172445)
2. <https://endnote.com/wp-content/uploads/m/pdf/en-x8-qrg-windows.pdf>
3. N Das (2017)Statistical Methods (Combined edition volume 1 & 2), McGraw Hill Education; 1st edition

#### Outcome Mapping:

CO/ PO	P O1	P O2	P O3	P O4	P O5	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1	✓	✓		✓	✓	✓	✓			✓	✓	✓		✓	✓		
CO2	✓	✓			✓	✓	✓	✓		✓		✓	✓		✓	✓	
CO3		✓	✓	✓		✓		✓	✓	✓	✓		✓		✓		✓
CO4	✓	✓		✓	✓		✓	✓	✓	✓	✓		✓	✓		✓	✓
CO6	✓	✓	✓	✓		✓	✓	✓		✓		✓		✓		✓	✓

**Suggested MOOC Courses:**

1. MOOC Material: Research Data Management and Sharing, Created by: The University of North Carolina, University of Edinburgh Delivered by: Coursera
2. MOOC Material: Research Writing: How to Do a Literature Review Created by: University of Wollongong Delivered by: FutureLearn