



# MASTER OF PHILOSOPHY IN MANAGEMENT

## SYLLABUS

### SESSION 2013-14

#### CURRICULUM

S.No.	Code	Papers	Max. Marks	Ex. Hrs.
1	MPMG 101	Research Methodology	100	3
2	MPMG 102	Management	100	3
3	MPMG103	Specialization	100	3
4	MPMG 104	Thesis	100	-

#### RESEARCH METHODOLOGY THEORY AND TECHNIQUES

##### MPMG 101

*(Bio Technology, Biochemistry, Botany, Chemistry, Commerce, Computer Science, Corporate Secretaryship, Education, Education, Electronics, Information Technology, Microbiology, Home Science, Hotel Management, Hotel Management, Library Science, Management, Physics, Population Studies, Psychology, Public Administration, Sociology, Tourism Management, Zoology)*

#### UNIT – I

**Research** – Definition – Importance and Meaning of research – Characteristics of research – Types of Research – Steps in research – Identification, Selection and formulation of research problem – Research questions – Research design – Formulation of Hypothesis – Review of Literature.

#### UNIT – II

**Sampling techniques:** Sampling theory – types of sampling – Steps in sampling – Sampling and Non-sampling error – Sample size – Advantages and limitations of sampling. Collection of Data: Primary Data – Meaning – Data Collection methods – Secondary data – Meaning – Relevance's, limitations and cautions.



### UNIT – III

**Statistics in Research:** Measure of Central tendency – Dispersion – Skewness and Kurtosis in research. Hypothesis – Fundamentals of Hypothesis testing – Standard Error – Point and Interval estimates – Important Non-Parametric tests: Sign, Run, Kruskal – Wallis tests and Mann-Whitney test.

### UNIT – IV

**Parametric tests:** Testing of significance – mean, Proportion, Variance and Correlation – testing for Significance of difference between means, proportions, variances and correlation coefficient. Chi-square tests – ANOVA – One-way and Two-way

### UNIT – V

Research Report: Types of reports – contents – styles of reporting – Steps in drafting reports – Editing the final draft – Evaluating the final draft.

#### Reference Books:

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|--|---------------|
| 1. Statistical Methods                                     | S.P. Gupta    |
| 2. Research Methodology Methods and Techniques             | C.R. Kothari  |
| 3. Statistics (Theory and Practice)                        | B.N. Gupta    |
| 4. Research Methodology Methods and Statistical Techniques | Santosh Gupta |

## MANAGEMENT MPMG 102

### UNIT – I

**Management:** Evolution - management as science or art. Manager Vs Leaders. Planning – Types – Characteristic & Hierarchy, MBO, MBE, Organization authority and Responsibilities - Delegation of Authority.

### UNIT – II

**Decision Making:** Styles of decision making - Staffing – recruitment and selection – span of supervision – motivation – Leadership – communication. Control – control Process – Control techniques.



### UNIT - III

**Business Environment:** External /Internal interaction. Society and Business – Business Ethics – Social Responsibility - Social Audit, Strategy – Function/Importance – Strategic alternations – BCG, GE matrix – SWOT Analysis

### UNIT – IV

**Marketing Management process:** – Analyzing Marketing Opportunities – Selecting target consumers developing Marketing, Market segmentation consumer and Industrial product decisions, branding, packaging and labeling – New product development and product life cycle strategies

### UNIT – V

**Human Resource Development Concept:** HRD at macro and levels – sub – system of HRD – Role of HRD function – concept of career – career stages – career planning and development – Need – Steps in career planning – Methods of career planning and Development – Managerial and Organizational – Career Development Actions and Programmers – career problems and solutions – Guidelines for Career management.

#### Reference Books:

1. Memoria C.B Personnel Management
2. Principle of Marketing – Phillip Kotler, Gang Armstrong.
3. Principles of management - S.P. Guptha.