



**UNIVERSITY OF RAJASTHAN
JAIPUR**

SYLLABUS

M.Phil. in Business Administration

(Semester I & II)

Examination – 2019-2020

Raj / (Taw)
Dy. Registrar
(Academic)
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Ph.D. Course Work

- Paper I: Research Methodology
- Paper II: Project Work
- Paper III: Marketing Management
- Paper IV: Human Resource Management

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Ph.D. Course Work

PAPER-I

RESEARCH METHODOLOGY

Unit-I

Meaning of Research, Objectives of Research, Importance of Research, Types of Research

Unit-II

Meaning and Concept of Research Methodology, Research Process, Selection of Research Problem, Concept of Hypothesis, Hypothesis Testing, Techniques of Hypothesis Testing.

Unit-III

Research Design, Sample Designing, Features of Good Research Design, Questionnaire Designing.

Unit-IV

Data Collection, Types of Data, Methods of data collection and techniques. Tabulation, Analysis and Interpretation of data, Statistical tools and techniques.

Unit-V

Computer applications in research, Research Report, Types of Report, Drafting of the Report, Rules for Marking a Good Research Report, Bibliography and References, Index, Preface and Acknowledgment.

Books Recommended

1. Kothari C.R. : Research Methodology (New Age Publications, New Delhi)
2. Gode, Wj. And Gatt, P.K. : Methods in Social Research- New York, McGraw Hill Book Co.
3. Emery. C. William : Business Research Methods Richard D.Lirwin. Line. George Town, Ontario

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Syllabus of Paper - II

For MPAT-

Unit-I

Schools of Management Thought
Managerial process
Universality of Management
Management by objective
Power and Value system
Leadership, Motivation
Japanese Management, TQM, BPR

Unit-II

Globalization and Liberalization
Socio-Cultural Environment of Business
Legal environment of Business
Corporate Social Responsibility
Industrial Policy
Import and Export Policy
Business Ethics
Public enterprises and SMEs in India

Unit-III

Marketing Concept
Product Planning
Marketing and advertising research
Channels of distribution
Pricing Strategy
Sales forecast and sales Quota

Sales Promotion
Control of marketing operations
Service Marketing-Banking & Insurance
Consumer Behavior
International Marketing

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Unit-IV

Organization and Functions of HRM
Procuring Human Resource
Job analysis, Job Enrichment
Human Resource Development
Performance & Potential appraisal
Carrier & Succession Planning
Compensation
Industrial Psychology
Industrial Relations
Participative Management
Collective Bargaining in Management
Grievances and Discipline
Morale

Unit-V

Finance Functions
Capital Structure
Capital Budgeting
Investment Decisions
Cost of Capital
Working Capital Management
Break-Even Analysis
Leverages
Cash Flow and Fund Flow Analysis
Ratio Analysis

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PAPER-III

MARKETING MANAGEMENT

Unit-I

Evolution of marketing concept, Marketing Mix, Marketing as Philosophy, Functions, Marketing environment-Macro and Micro factors.

Unit-II

New Product Development Process, Concept of Product Life Cycle, Diffusion Process and Product Adoption, Cognitive Dissonance. Techniques for generating New Marketing Ideas.

Unit-III

Consumer Behavior and Various Factors influencing consumer Behavior, Models of Consumer Behavior, Market Segmentation.

Unit-IV

Integrated Marketing Communication, Models of Marketing Communication, Promotion Mix-Advertising, Personal Selling, Sales Promotion, Advertising Ethics.

Unit-V

Marketing Mix, Rural Marketing, Retail Marketing, Service Marketing, Marketing Ethics and Green Marketing.

Focus has to be on research in respect of above topics.

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Books Recommended

- 1.
2. Canfield B.R. Sales Administration -Principles and Problems Davar R.S.: Modern Marketing Management in the Indian Economy.
3. Neelamegham. S. (Ed) Marketing Management and The Indian Economy.
4. Phelps. D.M. and Westing J.D, Marketing Management. Philip Kotler: Marketing Management.
5. Stanton W.J. : Fundamentals of Marketing

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PAPER-IV

HUMAN RESOURCE MANGEMENT

Unit-I

HRM Concept, HRM Environment in India, Changing Role of HR, Maintenance.

Unit-II

Human Resource Development, Human Resource planning, organization development and culture, O.D. Objectives and Various Interventions.

Unit-III

Training and Development, Training need analysis, Training methods, Training budget, Training infrastructure facilities, Effectiveness of training, Training Evaluation.

Unit-IV

Performance and potential, appraisal, Career advancement and succession planning, Employees counseling & feedback, Leadership and Motivation.

Unit-V

Compensation Management, Participative management, Quality of Work Life, Quality circles, Knowledge management, Human Resource information systems, stress management.

Book Recommended:

1. Flippo : Principles of Personnel Management
2. Ghosh : Personnel Administration in India
3. Tripathi : Personnel Management in India
4. Mamoria, Dashora : Personnel Management
5. Sharma, Sharma, Surana: Personnel Management
6. Mehrotra : Labour Problems in India

Note: Focus should be and research areas of HRM

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SECOND SEMESTER

(Only for M.Phil.)

- Paper I : Marketing Management
Paper II : Human Resource Management
Paper III : Organisational Behaviour
Paper IV : Dissertation and Viva Voce

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PAPER I

Marketing Management

Unit - I

Market Measurement and Sales forecasting, Strategic Marketing Planning, Marketing Program.

Unit - II

Concept of Marketing strategy, Comparative Marketing Strategies , Designing Marketing Strategies.

Unit-III

Marketing of Services; Marketing in Non - Profit Institutions, Effective - Sales Aids, Management Approach to Channels of Distribution.

Unit-IV

Rural Marketing, Agricultural Marketing and co-operative Marketing

Unit - V

Tools and Procedure of Marketing control and evaluation. Marketing Audit, New forms of Marketing.

Books Recommended : -

1. R.K.Kothari , Anil Mehta , A.K.Sharma, Marketing Management
(RBD Jaipur)
2. Canfield B.R., Sales Administration : Principles and Problems.
3. Davar R.S. : Modern Marketing Management in the Indian Economy.
4. Neelamegham . S. (Ed) Marketing Management and the Indian Economy.
5. Phelps . D.M. and Westing J.D., Marketing Management.
- 6 Philip Kotler : Marketing Management
7. Stanton W.J. : Fundamentals of Marketing.

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PAPER II

Human Resource Management

Unit - I

Motivation, Morale, Leadership, Collective Bargaining, Discipline and Grievances handling.

Unit - II

Communication, Human and organizational conflicts, Management of Change and conflicts.

Unit - III

Industrial Psychology, Psychological determinants of efficiency, Motion, time, Fatigue Study.

Unit - IV

Human Resource Accounting, approaches, accounting models, limitations, Human Resource audit.

Unit - V

Changing role of H.R. Manager in Present perspectives, Contemporary issues in HRM, International Human Resource Management.

Books Recommended :-

1. Flippo : Principles of Personnel Management
2. Ghosh : Personnel Administration in India
3. Tripathi : Personnel Management in India
4. Mamoria, Dashora : Personnel Management
5. Sharma, Sharma, Surana : Personnel Management
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PAPER III

ORGANISATIONAL BEHAVIOUR

Unit-I

Concept of Organisational Behaviour, Nature and significance, Contribution of Various Disciplines in Organisational Behaviour, Behavioural approach to Management.

Unit-II

Individual Difference, Perceptions, Values and Attitudes, Personality and Group Dynamics.

Unit-III

Organisation and Interpersonal Relations, Stress Management, Job Satisfaction.

Unit IV

Organisational Culture, Power and Politics Management of Change, Ethics and Ethos.

Unit V

Knowledge Management and Organisational Effectiveness, Emotional Intelligence.

Books Recommended :-

1. Robbins : Organizational Behaviour
2. Freud Luthans : Organizational Behaviour
3. Paul Harssey and
Kenneth Blanchard : Management of Organizational Behaviour
4. Edgar H. Schein : Organizational Psychology
5. Durrin Andrew J. : Fundamentals of Organizational Behaviour
6. Dwivedi R.S. : Human Relation and Organizational Behaviour
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PAPER IV

Dissertation and Viva Voce

Dissertation : 50Marks

(To be evaluated by two external examiners appointed by the examiners committee)

Viva Voce : 50 Marks

(To be conducted by the External Examiner appointed by the examiners committee in the presence of supervisor and Head of the Department. The viva voce will be based on dissertation only.)

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