BHARATHIAR UNIVERSITY : COIMBATORE

M. Phil. / Ph.D. – Management (PART I)
(From October 2011 batch onwards)

Paper I : Research Methodology

Paper II: Contemporary Management Practices

Paper III: Special Papers
1. Strategic Human Resource Management
2. Applications in Marketing Research
3. Advanced Operations Management
4. E-Business Applications and Technologies
5. Security Analysis and Portfolio Management
6. Advanced Financial Management
7. International Business
8. Services Management
9. Urban Management
10. Interpersonal Skills and Entrepreneurship Development
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Paper – I : Research Methodology


Unit: IV Test of Significance: Assumptions about Parametric and Non-Parametric Tests. Parametric Test - t test, F test and Z test - Non Parametric Test – How to select a test - U Test, Kruskal Wallis, Sign test- Correlation and Regression analyses.


References:
Paper – II: Contemporary Management Practices

Unit I: Innovative Management for Turbulent Time – Human Aspects of Management
Understand dynamics of people behavior in organization – Attitudes, Perception, Personality, stress, Interpersonal relations, Managing interpersonal conflict, Managing and developing a creative organization, Management in Small business and Nonprofit Organizations, Management and New work place.

Unit II: Strategic Market Management
External and customer analysis, Competitor analysis, Market analysis, Environmental analysis and dealing with strategic uncertainty, Internal analysis, Achievement of sustainable competitive advantage, alternative strategies for business success.

Unit III: Management Functions and Techniques
Strategic Planning and Goal setting, Strategy formulation and implementation, Design adaptive organizations, Human resource management, Leadership, Motivation, Decision Making, Management and quality control, operations and value chain management.

Unit IV: Innovation and Technology Management

Unit V: Emerging Trends in Business Environment
ERP, Six Sigma, Mind maps for business, Business Process Re-engineering (BPR), Business Process Outsourcing (BPO), Corporate Social Responsibility (CSR), Total Quality Management (TQM), Economic Environment of Business, Political and Legal Environment of Business, International and Technological Environment,

Books Recommended:
2. David A. Aaker, Strategic Market Management, John Wiley and Sons, Inc.
6. Tudor Rickards, Creativity And The Management Of Change (Manchester Business And Management Series), Wiley-blackwell
8. Managing for Creativity, Richard Florida (HBR reprint R0507L)
   How to Kill Creativity, Teresa Amabile (HBR reprint 98501)
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Unit I
Strategic Human Resource Management: Nature of strategies and strategic Management process; Environmental Scanning, Strategy formulation, strategy implementation, strategy evaluation, importance of strategic management, Role of HRM in Strategic management- SHR philosophy.

Unit II
Human resource planning- Job Analysis & design- recruitment & selection – IT enabled recruitment & Selection practices – Placement and induction – Compensation management, Methods and recent trends in compensation management.

Unit III
Training and development, Training systems view, Needs assessment, Methods of training and techniques, Management Development, Managing Organizational change and Development, Evaluating training effort.

Unit IV

Unit V

Reference Books:

**BHARATHIAR UNIVERSITY : COIMBATORE**

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**Paper – III -2. Applications in Marketing Research**

**Unit 1**

**Unit 2**
Market Research : Market potential analysis, Measuring marketing productivity – Sales analysis, Marketing metrics, Marketing mix modeling; Measuring Brand equity, Brand loyalty: Competitor analysis.

**Unit 3**
Product research : Developing product specifications – Data gathering techniques, Self reporting models, Conjoint analysis; Product testing – Paired comparison test; Test marketing methods, Pricing research – Skimming and penetration pricing research, Measurement of price sensitivity.

**Unit 4**
Distribution research – Study of channel members activities, attitude and performance.
Retail Research – Consumer shopping behavior, Retail Models, Trading area analysis, Store design and layout evaluation, Merchandise evaluation, Supply chain and logistics issues, Retail branding, Pricing and Customer service strategies, Measurement of retail image, Store loyalty.

**Unit 5**
Marketing communication research: Copy research – Advertising appeals, Before and After tests; Media research, Audience measurement, Measuring the effectiveness of Advertising, Sales promotion, Public relations, Personal selling and Direct marketing.

**References :**
2. Boyd, Westfall and Starch, Marketing Research, All India Traveller Bookseller.
3. Aaker, Kumar and Day, Marketing Research, John Wiley and Sons Inc.
5. George E. Belch and Michael A. Belch, Advertising and Promotion, Tata Mc. Graw Hill.
Bharathiari University
Coimbatore

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UNIT - 1

UNIT - 2

UNIT - 3
Supply chain Management and strategy- Measures of supply chain performance - Forecasting Techniques Aggregate planning - Inventory Management and techniques - MRP I and MRP II. ERP and use of Simulation technique for decision making in inventory management.

UNIT - 4

UNIT - 5
Principles of organizational transformation and re-engineering - fundamentals of process re-engineering, preparing the work force for transformation and re-engineering process - Analytical techniques and process tools - Information and communication technology, Role of IT in re-engineering.

References :-

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Paper – III - 4. E-Business Applications and Technologies


Unit: II Business Process Re-Engineering - Data Warehousing-Data Mining - Online Analytical Processing (OLAP)- Customer Relationship Management (CRM) - Benefits and Challenges- Supply Chain Management (SCM)- The Business Network-Benefits and Challenges- -Enterprise Application Interface- Geographical Information System (GIS).


References:
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Unit 1

Unit 2

Unit 3
Option basics- Option Types- Option Strategies- Option Pricing: Black -Scholes Option Pricing Model- Structure and growth of futures and options market in India Fundamental Analysis and Technical Analysis- Factors to be considered in Economic Analysis, Industry Analysis and Company Analysis.

Unit 4
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)-Forms of EMH-Testing the EMH-Market Anomalies-Event Studies

Unit 5

REFERENCES
Unit-1

Unit - 2

Unit- 3

Unit-4

Unit- 5
Financial Planning Model- Percent of sales Method and other methodologies-Determinants of Growth- Sustainable Growth Modeling

References :

5. Brealey and Myers, Principles of Corporate finance , Tata Mc Graw Hill.
UNIT I:

WTO and International trade and Investment - Political Institutions and Constitution in India - State Intervention in Indian Business.

UNIT II:


UNIT III:

Socio Cultural Environment in India - Corporate Governance and Ethics - Indian Economy since Independence - Evolution of Economic Policies in India.

UNIT IV:

Difference in Culture between Countries and Impact on International Business - Regional Economic Integration - Foreign Exchange Market and International Monetary System.

UNIT V:


REFERENCES:

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Paper – III - 8. SERVICES MANAGEMENT

Unit I : Introduction
Introduction to services - Characteristics of services marketing - difference between goods and services marketing - concept of service marketing triangle.

Unit II : Services Marketing
Marketing mix in services marketing - Importance of additional P’s - people-physical evidence and process- service design and positioning - new service development types, stages - market segmentation in services.

Unit III : Consumer Behaviour
Consumer behaviour in services - Levels of expectations - customer perception of services - factors influencing customer perception - strategies for influencing perception - Service Demand & Capacity management - Demand forecasting method

Unit IV : Dimensions of Service quality
Delivery of quality services - GAP models of Services quality - key factors and strategies for closing the gap - Serqual - Servlol - Servperf

Unit V : Services Marketing in India
Marketing of services with special reference to financial services, health services, educational services, professional services and hospitality services including travel hotel and tourism.

REFERENCES :

5. Christopher Lovelock , Services Marketing, Pearson, 2010
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Unit - I:
Urban Governance: Legal and Institutional - 74th Constitutional Amendment Act - Urbanisation in India - National Commission on Urbanisation - Historical perspective of urban governance in India - emerging issues in urban governance - principles of good urban governance - Twelfth Schedule to the Constitution - Powers and responsibilities of Municipal Council and Executive authorities Urban Local Bodies [ULBs].

Unit - II:

Unit III:

Unit IV:

Unit V:
Personnel Management - organization structure of urban local body - classifications -- categories of personnel in ULBs - officials and staff - training and development - types of training - comprehensive training refresher training -I orientation training - motivation - Institutional arrangements for training - role of Tamil Nadu Institute of Urban Studies -Communication skill development -importance of communication- types –process, barriers to communication - principles of effective communication.
REFERENCES:
1. Tamil District Municipalities Act 1920
2. Chennai City Corporation Acts
3. Madurai City Corporation Act
4. Coimbatore City Corporation Act
5. Municipal Manual
6. 74th Constitutional Amendment Act
7. Urban Financial Management
12. Norms and Standards of Municipal Basic Services in India.
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Paper – III- 10. INTERPERSONAL SKILLS AND ENTREPRENEURSHIP DEVELOPMENT

Unit – 1: COMPETENCY DEVELOPMENT

Unit – 2 : ASSERTIVENESS TRAINING and TRANSACTION ANALYSIS

Unit : 3 COUNSELING and EMOTIONAL INTELLIGENCE

Unit 4 : INNOVATION
Types of innovation: Incremental and Radical innovation, Service innovations, Innovations in process; The S – curve – Idea generation: Idea generation techniques; Recognizing opportunities – Moving innovation to market: The idea funnel, Stage gate systems; Keys to innovation: Creativity, Creative Groups; The role of innovation in work place.

Unit 5 : SMALL BUSINESS, ENTREPRENEURSHIP and SELF HELP GROUPS

Reference :
2. Harris T A, am Ok You are Ok, Arrow Books:London,1995