

# **THIRUVALLUVAR UNIVERSITY**

MASTER OF PHILOSOPHY

**M.PHIL. MANAGEMENT STUDIES**

**(FT/PT)**

**(with effect from 2018-2019)**

**PART I**

**CORE COURSE I**

**RESEARCH METHODOLOGY**

## **UNIT-I:**

Meaning of Research and Scope of Research Methodology - Stakeholders of Social research - Ethical Considerations - Significance of research in Social and business Science Identification of the problem area - Selection of the problem - Formulation of research question(s) - Pilot study - Meaning and Components of research design - Review of Literature: purpose.

## **UNIT-II:**

Meaning and role of hypothesis - structure of hypothesis : Concepts, Constructs and variables - The relationship between variables - Types of Hypotheses - Strong and weak hypotheses - Sampling theory - Sampling methods and Techniques - Sample size - sample error.

## **UNIT-III:**

Data Collection - Sources : Primary and Secondary - Data matrix - Unit of data collection and unit of data analysis - Methods and tools of data collection : Interview and questionnaires and their types - observation and its types - Audio visual aids in data collection - Scaling and Testing Techniques - Reliability and validity of instruments - Uses of information technology in data collection.

#### **UNIT-IV:**

Data analysis - Analysis of quantitative data : Descriptive statistics - Inferential statistics - Tests of significance - Parametric and non-parametric tests - presentation of data - Computer Software for quantitative data analysis. Analysis of qualitative data : Data reduction, data display and conclusion drawing - saturation - Conceptual mapping - Computer software for qualitative data analysis - Interpretation - Explanation - Theorisation.

#### **UNIT-V:**

Report writing - Meaning, Techniques and precautions of interpretation - significance of report writing - Target audience - Different steps in writing report - Layout of research report - Types: Technical report, popular report - Mechanics of writing a research report.

#### **REFERENCE BOOKS:**

1. C.R.Kothari Research Methodology: Methods and Techniques Wiley Eastern Ltd., New Delhi.
2. Amarchand D, Research Methods in Commerce - Emerald Publishers, Chennai
3. Anderson.J.Berry H.D. & Poole M, Thesis and Assignment writing - Wiley Eastern Ltd., New Delhi.
4. Almark, J.C. Research and Thesis Writing (Boston:Houghton)
5. Anderson, R.L. and Bancroft. A Statistical Theory in Research (New York McGraw-Hill)
6. Bennet, Spencer and David Bower's - An Introduction to Mutivariate Techniques for Social and Behavioural Sciences. (London: Macmillan Press)
7. Bernard, Russel H - Social Research Methods. (London: Sage)
8. Blalock, Hubert M - Introduction of Social Research, (Neglewood Cliffs:PrenticeHall)
9. Bogdan, R. and S.J.Taylor - Introduction to Qualitative Research Methods. (New York: John Wiley)
10. Cooper, D.R. and P.S. Schindler - Business Research Methods, (New Delhi: Tata McGraw-Hill)

11. Dasgupta, A.K. - Methodology of Economic Research. (Bombay: Asia Publishing House)
12. Dasgupta, Sugata - Methodology of Social Science Research. (New Delhi: Implex India)
13. Devellis, Robert. F - Scale Development - Theory and Applications. N.Y: Sage.
14. Easterby, Smith Mark, Thorpe Richard, and Lowe Andy - Management Research - An Introduction) London: Sage)
15. Emory, Willam C - Business Research Methods. (Homewood, Illinois: Richard D Irwin, Inc.)
16. Festinger, Leon and Daniel Katz - Research Methods in the Behavioural Sciences. (New York: McGraw Hill)
17. Fisher, R.A. - Statistical Methods for Research Workers, (New York: Halfner)
18. Kelle, Udo - Computer Aid Qualitative Data Analysis - Theory, Methods and Practice. London: Sage Publications.)

**PART I**  
**CORE COURSE II**  
**ADVANCED STRATEGIES IN MANAGEMENT**

**UNIT-I:**

An overview of Strategic Human resource Management - Talent management - Acquisition, Development and Retention.

**UNIT-II:**

HRM: Expatriate management strategies - Role of International HR managers - knowledge / Tacit management - Information System Management in various functions.

**UNIT-III:**

E-business - Management of financial services - An overview of Issues in International accounting and finance.

**UNIT-IV:**

Total Quality Management - Just-in-time management - Zero waste management - Strategies in Inventory and Supply chain management

**UNIT-V:**

Strategies for building sustainable Indian brands - International marketing Strategies - Rural marketing Strategies - Advertisement strategies - Retailing strategies.

## REFERENCE BOOKS:

1. Thakur. K.S. (2008), emerging issues in Business Management, Excel Books.
2. Raman. A.T. (2007), Knowledge Management, A Resource book, Excel Books.
3. Chaudhary (2005), Knowledge Management for competitive advantage, Excel books
4. Aswathapa, K. (2007), Human Resource Management
5. Rao P.L. (2008), International Human Resource Management, Excel Books.
6. Dinesh K.Srivastava (2006), Strategies for Performance Management, Excel Books.
7. Rajendra Nargundkar (2008), International Marketing, Excel Books.
8. Sivakumar A. (2007), Retail Marketing, Excel Books.
9. Tapan K. Panda and Navin Ponthu, Marketing in the New global order, Challenges and Opportunities, Excel Books.
10. Rajendra Nargundkar and Tapan K.Panda (2004), Marketing strategies for emerging markets, Excel Books.
11. Madhu VIJ, 2000, International financial management, Excel Books.
12. Parag Diwan and Sunil Sharma (2000), e-commkerce, Excel Books.
13. Upendra Kachru (2006), Production and operations management, Excel Books.
14. Senapathy (2005), Information System Management.

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