

M.Phil in Management

1st Semester

Paper – I

Research Methodology & Computer Application

Group – A: Research Methodology

Unit – 1 Basic Concept of Research: Meaning and Definition of Research, Characteristic, Objectives And Significance of Research, Limitation of Research

Unit – 2 Research Design & Hypothesis: Meaning of Research Design Features of Good Research Design, Important Concept Relating to Research Design, Hypothesis, Experimental and Non-Experimental Hypothesis – Testing in Research.

Unit – 3 : Research Report and Research Paper: Research Report, Need of Research Report, Types of Reports, Steps of Writing Research Reports, Writing Research Abstracts, Need of An Abstracts, Characteristics of Good Abstracts, Writing Research Paper.

Group – B

Computer Application

Unit – 1: Computer System: An Overview, Basic Application of Computer in Different Fields, Functional Components of a Computer, Benefits and Limitations of Computers, Computer Virus and Cyber Crime.

Unit – 2: Operating System: MS Window Operating System – Features, Basic Window Accessories: Mouse Pointer, Control Panel, Creating Shortcuts.

Unit – 3 : MS Word and MS Excel : Introduction , How to Type, Edit , Format and Save a Document, Spell Check, Page and Paragraph Setup, Inserting Pictures, Creating Tables and Charts in Word and Excel.

Note: Ten questions to be designed by the setter. Altogether five questions to be answered. Selecting not less than two from any group.

Full Marks-	100
University Examination-	70
Internal Examination-	30

OBJECTIVE

M.Phil (Management) Programme

The M.Phil (Management) Programme of B.R.A. Bihar

University, Muzaffarpur aims at explaining the current issues

related with carrying on research in corporate sector. It helps

the students to have right understanding of research and its

application in Profit or Non-profit organisations. The

objectives also contain applying various techniques of research

vis-à-vis make students potentially sound in conducting the

doctoral research just after successful completion of the

programme.

M.Phil in Management

1st Semester

Paper – II

Fundamentals of Management

Unit 1: Management Concept and Theories: Management Concept, Nature and Objective of Management, Fundamentals of Management Principles, Importance of Management in the Modern Business world. Evolution of Management Thought.

Unit 2: Planning and Decision Making: Definition of Planning, Steps of Planning, Types of Plan, Advantages and Disadvantages, Decision Making, Decision Making Criteria, Rational Decision Making Process.

Unit 3: Organising: Concept of Organising, Principles of Organising, Nature and Purpose of Organising, Delegation of Authority, Importance of Delegation, Principle of Delegation. Types of Organizational Structure. Emerging New Designs of Organization.

Unit 4: Motivation, Leadership, Communication and Controlling: Motivation Concept, Importance of Motivation, Leadership Basic Concept, Importance of Leadership, Communication. Significance of Communication, Communication Process, Barriers and Gateways in Communication. Concept of Controlling, Steps in Control Process.

Unit 5: Emerging Trends in Management: Total Quality Management, Six Sigma, SWOT Analysis, Social Responsibilities of Business, Business Ethics.

Full Marks-	100
University Examination-	70
Internal Examination-	30

Note: - Ten questions to be designed by the setter. Any five questions to be answered.

Books for reference:- Fundamentals of Management

1. A Textbook of Organizational Behaviour, CB Gupta, S.Chand Publications
2. Organizational Behaviour, LM Prasad, Sultan Chand and Sons
3. Robbins, Stephen P, Mary Coulter and Neharika Vohra (2013). Management, 10/e; New Delhi: Pearson Education
4. Bhattacharyya, Dipak Kumar (2013). Principles of Management, 2/e; New Delhi: Pearson Education

Books for reference:-

Research Methodology

1. Gongali H.C. "Structure and Process of organization" – Asia Publishing Huse, Bombay, 1964.
2. Gonguli S, Chaudhari S. and Guha S.C., "A motivation test for measuring entrepreneurial traits", Management and Labour Studies, 1980.
3. Gonguli T., "An Experimental Study of Workers morale and productivity Industrial Health in India", Series No.77 – All India Institute of Hygiene and Public Health, Calcutta.
4. Guha T.N., "Job Satisfaction among shoe factory workers." Productivity 1965.
5. Gonguli H.C., "Structure and Process of Organisation", Asia Publishing House, Bombay, 1964.
6. Gupta, "Development of Bank of rural development", Deep & Deep Publication.

Books for reference:-

Computer Application

1. M. Singhal, N.G. Shivratri, Advanced Concept in Operating System, McGraw Hill Education
2. Ekta Walia, Operating Systems, Khanna Book Publishing Co. (P) Ltd., Delhi
3. Godbole, Operating Systems, TMH

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Paper-III
Elective

(Group A/B/C- Anyone group to be opted)

Group-A

Fundamentals of Financial Management

Unit 1: Introduction: Financial Management – Meaning, Scope, Objective, Functions, Organization of Finance Function, Corporate Planning, Guide to Corporate Planning, Role of Corporate Planner.

Unit 2: Capital Structure – Meaning, Factor Determining Capital Structure, Theories of Capital Structure, Debt –Equity Ratio Analysis.

Unit 3: Project Planning – Capital Investment Process kinds and classification of Project, New Concepts in Financing and Execution of Project, Cost Benefit Analysis, Economic Appraisal Techniques of Project.

Unit 4: Financial Strategy and Planning – Strategy Planning, Strategic Financial Management, Decision Making and Problems Solving.

Unit 5 : Working Capital Planning : Working Capital – Meaning, Components, Gross and Net , Objectives of Working Capital Management, Working Capital Requirements, Effect of Overtrading and Under Capitalization, Working Capital Management Strategies.

Note: - Ten questions to be designed by the setter. Any five questions to be answered.

Books for reference:-

Fundamentals of Financial Management

1. Pandey, I.M. (2015). Financial Management, 11/e; New Delhi: Vikas Publishing
2. Chandra, Prasanna (2015). Financial Management, Theory and Practices, 9/e; New Delhi: Tata McGraw-Hill
3. Khan, M.Y. and P.K. Jain (2015). Financial Management: Text, Problems and Cases, 7/e; New Delhi: Tata McGraw-Hill

Group : B

Marketing Management

Unit 1: Introduction : Nature, Scope and Objective of Marketing, Meaning and Concept of Marketing Management, Evolution of Marketing Management, Marketing Mix, Element of Marketing Mix, Function of Marketing Management.

Unit 2: Management of Distribution – Distribution concept, Methods of Distribution, Channel of Distribution, The Middlemen – Classification, Wholesalers – Features, Classification, Functions, Retailer's – Features , Essentials of Successful Retaining.

Unit 3: Management of Pricing - Pricing : Meaning and Objectives, Normal Price and Market Price, Pricing Policy Consideration, Internal Factor, Pricing Strategies, Price Setting Methods, Price Leadership.

Unit: 4: Management of Sales Force: Selection of Salesman, Selection process, Sources of Salesman, Training of Salesman – Objective and methods Individual and Group Training, Kinds of Training , Control and Supervision and Assessment of Salesman Performance.

Unit 5: Marketing Control : Meaning and Process, The Marketing Audit Features and Procedure, Market Control Report, Marketing Budgeting, Budgeting Procedure.

Note: - Ten questions to be designed by the setter. Any five questions to be answered.

Books for reference:-

Marketing Management

1. Ramasamy, V.S and S. Namakumari (2014). Marketing Management: Global Perspective Indian Context, 5/e; New Delhi: Macmillan
2. Baines Paul, Chris Fill and Page Kelly (2013). Marketing, Asian edition; New Delhi: Oxford University Press
3. Jha and Singh, Marketing Management in Indian Perspective, Himalaya Publishing House , Mumbai, 1988
4. Kotler, Philip; Kevin Lane Keller (2006). Marketing Management, 12th ed. Pearson Prentice Hall. ISBN 0-13-145757-8.

Group : C

Human Resource Management

Unit 1: Human Resource (HR) Policy and Planning – Human Resource and Business Policy, Nature of Human Resource Policy, Definition of HR Planning, Functions, Organization, Implementation and Steps of Planning

Unit 2: Recruitment, Selection, Placement & Promotion- Manpower Recruitment Process and Selection Process, Interviewing, Placement, Induction Transfer and Promotion.

Unit 3: Training and Development - Training Definition, Significance, Needs and Objectives, Types of Training and Evaluation of Training Programme, Employee Development, Development Procedure, Career Development and Succession Planning.

Unit 4: Job Design- Empowerment, Job Market and Job Discrimination – Job Enrichment, Job relation, Empowerment Definition, Types, Structured and Unstructured Labour Market.

Unit 5: Performance Appraisal – Nature, Significance, Rational, Emergence of Performance Management Process. Major Issue in Performances Appraisal, Method of Performance Appraisal.

Full Marks-	100
University Examination-	70
Internal Examination-	30

Note: - Ten questions to be designed by the setter. Any five questions to be answered.
Books for reference:-

Human Resource Management

1. A. M. Sharma "Personnel & HRM", Himalaya Publishing House 2005
2. Article: A Study of the Recruitment and Selection process: SMC Global, Kumari Neeraj, ISSN 2224-6096, Vol 2, No.1, P.35.
3. Article: A Study of the Recruitment and Selection process: SMC Global, Kumari Neeraj, ISSN 2224-6096, Vol 2, No.1, P.36.
4. Arun Monappa and Mirza Saiyadin, Human Resource Management, Tata Me Graw Hill Publishing Co. 1985
5. Biswajeet Pattanayak, Human Resource Management, Prentice - Hall India, 2005
6. C. B. Gupta, Personnel Management, Sultan Chand and Company Limited, New Delhi -2009