

NOORUL ISLAM CENTRE FOR HIGHER EDUCATION

NOORUL ISLAM UNIVERSITY

DEPARTMENT OF MANAGEMENT STUDIES

M.PHIL. MANAGEMENT

CURRICULUM & SYLLABUS

SEMESTER - I

SL. No.	SUBJECT CODE	SUBJECT	L	T	P	C
THEORY						
1.	GE401	Teaching Methodology	4	1	0	5
2.	MS401	Research Methodology in management	4	1	0	5
3.	MS402	Applied Management	4	1	0	5
TOTAL			12	3	0	15

GE401**TEACHING METHODOLOGY****4 1 0 5****OBJECTIVES**

1. To understand the concepts and Practices of Teaching Methodology in Higher Education
2. To understand the Concept and Practices of Educational Psychology
3. To develop the awareness in modern teaching practices and evaluation
4. To provide systematic knowledge about motivation and emotion

UNIT - I**15**

Higher Education - Teaching Technology: Objectives and Role of Higher Education-Learning and Learning Hierarchy - Information Processing – Learning Events and Outcomes. Teaching Technology - Meaning, concept and scope – Instructional Designs: Objectives based, Skill based, Competency based, Learning style based and Model based Large Group Techniques: Lecture, Modified Lecture, Panel Discussion, Team Teaching, Project Approach and Workshop – Simulation, Role Playing, Brain Storming, Case formulation, analysis and Discussion. Concept of Micro – teaching - Steps - Micro-teaching Cycle - Rationale of Micro-teaching Procedure - Phase of Micro-teaching.

UNIT – II**10**

Educational Evaluation: Methods of Evaluation -Self Evaluation – Analysis of Teaching- Identification of Teaching Skills - Core Teaching Skills-Teaching Skills and their Specification- Teacher Evaluation- Methods. The measurement and evaluation process - concept - scope and need - Basics - characteristics of good measuring instruments - validity - Objectivity - reliability usability and norms. Models in educational evaluation - 3d model - total reflection model and individual judgment model. - scores and methods of feed back to students - new trends in evaluation.

UNIT –III**10**

Educational Psychology : Meaning and Definition - modern psychology - Study of psychology: Structuralism, Functionalism, and Behaviorism. - Branches of Psychology - Educational Psychology -Concepts, Nature and Scope - Importance of Educational Psychology for the Teacher. Key perspectives in psychology: The facets of behavior - New trends in psychology - Research methods in psychology: Observation, Correlation and the Experimental method - Ethical issues in psychological research. Group Dynamics- Competition and Co-operation – Group Behaviour- Leadership Traits – Classroom Climate.

UNIT – IV

15

Motivation and Emotion : Motivation and Learning - Functions of Motives - Kinds of Motives - Theories of Motivation - Hull's Drive education, Maslow's Hierarchy of Needs, Achievement - Motivation - Carl Rogers: self theory – McClelland: Achievement Motivation - Components - Fear of Failure and Hope of Success - Motivation in the classroom context - Praise and Blame, Rewards and Punishments - Feedback / Knowledge of Results - Level of Aspiration - Achievement Motivation - Emotions, Expression and Impact - Relationship between emotion and cognition. - Levels of aspiration and its psychological implications.

UNIT – V

10

ICT Enabled Teaching – Meaning and Scope. Electronic Media in Education: Concept, Selection, Use and Variety-e-Learning Resources: e-Learning, e-books, e-journals etc-Web-based Learning: Access and Teaching Issues. Conducting lessons using interactive whiteboards / Electronic Board – conducting an online class / online discussion - virtual Classroom – Video conferencing – Building Animation Tools

Total Hours: 60

REFERENCE BOOKS:

1. Aggarwal.J.C. (2008) Essentials of Educational Psychology (2nd Edition) Vikas Publishing House Pvt. Ltd., New Delhi.
2. Baron A. Robert (2000) Psychology. Prentice-Hall of India, New Delhi.
3. Chauhan. S. S. (2007) Advanced Educational Psychology (7th Edition), Vikas Publishing House Pvt. Ltd. New Delhi.
4. Dennis Child (1973) Psychology and the Teacher. Holt Rinehart and Winston, New York.
5. Hurlock B. Elizabeth (1980) Adolescent Development. Tata McGraw Hill, New Delhi.
6. Hurlock B.Elizabeth (1980) Developmental Psychology. Tata McGraw Hill, New Delhi.
7. John.W.Santrock (2006) Educational Psychology, Mc graw-hill Higher Education, New Delhi.
8. Mangal. S. K (2007) Advanced Educational Psychology (2nd Edition), Prentice-Hall of India Pvt. Ltd., New Delhi
9. Vedanayagam, E.G. (1989) Teaching Technology for College Teachers. New Delhi: Sterling Publishers (p) Ltd.
10. Rajasekar, S. (2005) Computer Education and Educational Computing, Hyderabad: Neelkamal Publications.
11. Kumar, K. L. (1997) Educational Technology, New Delhi: New Age International (p) Ltd.
12. SampathKumar, K. Paneerselvam, A and Santhanam, S. (1990) Introduction to Educational Technology, New Delhi: Sterling Publishers (Pvt) Ltd.
13. Tony Bates, A.W. (2005) Technology, e-Learning and Distance Education, New York: Routledge.

MS401 RESEARCH METHODOLOGY IN MANAGEMENT 4105**OBJECTIVES**

At the end of the course, the scholars will be able to

1. To Develop an exposure on the research in management
2. To Develop acquaintance with the methods techniques of research process
3. Familiarize the art and style of writing a research report

UNIT I**15**

Research - Meaning - Objective - scope - Types of Research - Research Process- Criteria of good research – Preparation of Research Proposals - Problem discovery- techniques in defining a problem- Pilot Study - Data collection - sources and types of data - Primary- secondary - Tools and techniques of data collection – Questionnaire - Schedules -

UNIT II**10**

Research design - Sampling design - Types - sample size and its estimation - Processing Operations - Problems in Processing - Elements/Types of Analysis - Statistics in Research - Measures of Central Tendency - Measures of Dispersion - Analysis-Multiple Correlation and Regression-Partial Correlation- Correlation Co-efficient

UNIT III**10**

Measurement and scaling - Nominal, ordinal, interval and Ratio Attitude scale construction and measurement. Rating scales-Use of scales in statistical analysis, Schedules for interviews preparation and standardization, Development of survey instruments Item analysis for the questionnaires.

UNIT IV**15**

Testing of Hypotheses: Non-Parametric Tests - Rank, Sign - Chi-Square, Parametric test –Z test-one way classification of ANOVA. Two way classification of ANOVA, "Un equal numbers ANOVA. Introduction to Multi-Variate statistical tests: Factor Analysis, Cluster Analysis, Discriminate function analysis. Awareness of Software packages and application of Statistical tools (S.A.S.; S.P.S.S.: Slat craft. Candidate should be familiar with rationale for use of various statistical tests).

UNIT V**10**

Research Report: Written and Oral Reports, Short and long reports, Types of Report , Format of research reports, Interpretation – Text- Semi Tabular and Graphic. References. Bibliography.

TOTAL HOURS: 60**BOOKS FOR REFERENCE:**

1. Research methodology in commerce and management – K.V. Rao.
2. Business Research Methods- Emory and Cooper.
3. Foundation of Behavioral Research –Kerlinger.
4. Business Research Method – Zigumund.
5. Marketing Research –Kinnear and Taylor, McGraw Hill International
6. Relevant websites like Wikipedia, Student .com and the encyclopedia
7. Research Methodology- C.R. Kothari, New Age International Publishers. New Delhi

MS402

APPLIED MANAGEMENT

4 1 0 5

COURSE OBJECTIVES:

- To provide a general outlook on management and strategy.
- To get an understanding about Intelligence & Creativity.
- To gain an indepth knowledge on personality, leadership and perception,
- To understand the problem solving and decision making techniques.

UNIT – I

Management & Strategy: Evolution of Management - Development of various Schools of Thought - Trends during and after the Post liberalization era. - Corporate Objectives and goals - Business Policy and Corporate Strategy - Norms of Strategy Making - Group aspects of Strategic Management - Organizational Mission - Analysis of Internal Resources - Strengths and weaknesses - Strategic advantage Analysis - Factors of common concern, Marketing and Distribution , Finance and Accounting , Production and operations management - R&D - Human Resources and other organizational factor.

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UNIT - II

Intelligence and Creativity: Nature of intelligence - Intelligence Tests and their uses. Creativity - Relationship and differences between intelligence and creativity -Convergent and Divergent Thinking, Lateral Thinking - The process of Creativity - Gardner's theory of Multiple intelligences -Stenberg's Triarchic theory - Cattell's theory of Fluid and Crystallized intelligence – Measuring Intelligence : The Wechsler scales - Emotional Intelligence - Confluence approach- - Guilford's Structure of the Intellect - Individual Differences in distribution of Intelligence.

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UNIT – III

Personality & Leadership: Meaning of Personality - Major determinants of Personality -Theories of Personality - Assessment of Personality - Maslow and the study of Self-actualizing people - Studying the self concept - Measuring Personality: Self-Report Tests like Questionnaires and Interviews - Projective measures of personality - Personality and Health -Personality and behaviour in work settings. Leadership: Leadership lessons of Steve Jobs - Strategic Leadership- Analytical Dimension and Human Dimension - General Approaches - Borden and Strengthen.

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UNIT - IV

Thinking & Perception: Basic elements of Thought, Propositions, Images. Reasoning: Transforming Information to Reach Conclusions. Perception - Theories of perception –Concept formation: Piaget, Bruner and Gagne studies from the development point of view with special emphasis on adolescence.

- 7

UNIT - V

Decision making & Problem Solving: Decision Making – Meaning - Types, Decision Tree - Implications of group decision making on management – PERT Analysis – Delphi Techniques – PEST Analysis. Problem-Solving: Finding paths to desired goals - Methods of studying Cognitive processes.

Books for References :

1. Koontz & Weirich, Essentials of management. Tata McGraw Hill.
2. Stoner & Wankai, Management, PHI.
3. Peter Drucker, Management : Tasks and Responsibilities
4. Patrick and Furr : HR aspects in Total Quality work culture by leadership Research Group, Florida.
5. Michacal Hammer, Re-Engineering the corporatiojn.
6. Juran.J Total Quality Management.
7. Robbins. S, Organizational Behaviour.

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CURRICULUM & SYLLABUS

SEMESTER - II

SL. No.	SUBJECT CODE	SUBJECT	L	T	P	C
THEORY						
1.	XxEx1	ELECTIVE – 1 (HR Strategy: Policies and Practices/ Integrated Operations Management/ Modern Marketing/ Financial Excellence in Corporations/ E-Business Technologies And Applications)	4	1	0	5
PROJECT						
2.	MS4P1	Dissertation	0	0	30	15
TOTAL			4	1	30	20

UNIT – 4

15

Total Quality Management- Commitment to total Quality-Quality Certification-Stages of quality management-Tools for the detection of quality problems-Tools for on going improvement. Over View of other developments of TQM – QFD, ISO, CMM, Bench Marking, Six Sigma, Leadership requirement for TQM.

UNIT -5

10

Project Management-Project Formulation and Project appraisal - Project Planning with PERT and CPM – Analysis of PERT / CPM models Time cost trade off – Project Crashing. Probability in networks. Network Cost accounting System, Network Scheduling with a limited resources.

TOTAL HOURS: 60

REFERENCES .-

1. Mark D Hanna & W. Rocky Newman Integrated Operations Management, Prentice Hall India Ltd., NewDelhi
2. Edward S. Buffa and Rakesh Sarin, "Modem Production and Operations Management, John Wiley & sons., 1987.
3. Lee J. Krajewski and Larry P. Ritzman, "Operations Management: Strategy and Analysis", Addison Wesley, 2000.
4. Edsomwan, JA., Organisational transformation and process re-engineering, British Library Cataloging in Pub.data 1996.
5. Samuel K.Ho, TQM, An Integrated approach, Kogan Page India Pvt Ltd, 2002.

MS4A3

MODERN MARKETING

4 1 0 5

OBJECTIVE

- To make aware of the recent trends in marketing process in the changing Global environment
- To Understand the emerging areas like retail management, service marketing, rural marketing and direct and online marketing.
- To get acquainted with emerging areas like direct and on line marketing

UNIT – 1

15

Marketing Management – Marketing Concepts task, Process and tools. Selling and Marketing. Market Segmentation, Positioning, Relationship Marketing, Market information System, Market Research, Consumer Behaviour, Competition, Channel Design decisions and Channel dynamics. Marketing Logistics – Objectives and Decisions. Market Communication-Communication Mix – Advertising Sales Promotion and Publicity and Public Relation. Market Oriented Strategic Planning – Corporate and division strategic planning. Market intelligence systems.

UNIT – 2

15

Marketing in 21st Century – Global Financial Crisis and Economic Slow down – Global market environment - Global Demographic – Global Business Scene – How Business and Markets are Changing –, Knowledge economy — Building Customer Satisfaction, Value and Retention , Value Perspective, Attracting and retaining customers, delivering customer value and satisfaction, Electronic Commerce, Managing the total marketing effort. Challenges in the management of new product development process. Out sourcing wave – BPO and KPO

UNIT- 3

10

Retailing and Wholesaling – Market decisions, , decision trends, retail management – retail location and choice, Retail merchandising – Key Success factors – Factors affecting merchandising, retail store decision and visual merchandising – elements of store design.

UNIT- 4

10

Rural Marketing – Scope and importance, rural Vs Urban – Attractiveness and Market potential. Developing rural Marketing Mix – Rural Marketing in Development frame work. Marketing of Service – Unique Features of services and Marketing implications, growth of service, task involved in service marketing.

UNIT-5

10

Direct and on-line Marketing, Form of direct marketing, the growth and benefits of direct marketing. Requisites for success of direct marketing, major channels of direct marketing - Mail order marketing/ Catalogue Marketing, Direct mail marketing, direct response marketing. Tele marketing , Tele shopping, Home Shopping, Direct Selling, Multi level Marketing, New age direct marketing methods, On line markets, Marketing on the web. Advances of on line marketing, growth of on line marketing, establishing a web market facility.

Total Hours: 60

REFERENCES

1. Philip. Kotler, “Marketing Management Millineum Edition,” Prentice Hall India Ltd., New Delhi.
2. V.S. Ramasamy and S. NamaKumari , “Marketing Management – Global perspective, Indian Context” Macmillian Publishers India Ltd., Delhi 2010.
3. Service Marketing - Rust, Zahorik and Keiningham, 1999 Addison Wesley
4. Service Marketing - Ramphal and Gupta 2002 Galghotia Publishing Company, New Delhi

MS4A4

FINANCIAL EXCELLENCE IN CORPORATIONS

4 1 0 5

OBJECTIVES:

- To familiarize with financial planning models and risk management tools.
- To study the tools and techniques used in financial decision-making.
- To get an idea about the mechanisms followed in Mergers and Acquisitions

Unit I: Financial Planning & Measurement

10

Financial Planning Models – Percentage of Sales Model – Caveats of Planning Model - Growth and External Financing – Performance Measurement – Financial Measures – Non Financial Measures - Balanced Score Card – Divisional Performance Measures – Strategic Performance Measurement Evolving Practice

Unit II: Working Capital Management

10

Current assets financing policy – Profit criterion for working capital - Liquidity Management - Long term Cash forecasting - Investment of surplus funds - Cash Management models - Inventory Management - Working capital financing - Credit Management - Credit Management Practices in India

Unit II: Capital Structure & Cost of Capital

13

Capital Structure – Approaches - Capital Structure Decisions- EBIT-EPS Analysis-Guideline for Capital Structure Planning - Capital Structure Policies in Practice - Cost of Capital-Cost of Debt and Preference - Cost of Equity - Determining Proportions - Weighted Average Cost of Capital

Unit III: Investment Alternatives & Risk Management Tools

15

Non Marketable Financial Assets – Money Market Instruments – Bonds/ Debentures - Bond Valuation - Bond Yields - Bond Market - Valuation of Preference Stock - Equity Valuation Model - Equity Valuation Approach – Mutual funds schemes – Financial Derivatives – Life Insurance – Real Assets - Relationship between Earnings - Price Ratio-Expected return and Growth – Stock Market - Risk Management Tools – Hedging with Forward Contracts, Futures Contracts, Swaps and Option Contracts.

Unit V: Mergers, Acquisitions and Restructuring

12

Reasons for Mergers – Mechanics - Cost and benefits - Purchase of a plant-Takeovers - Business Alliance - Managing an Acquisition – Divestitures - Ownership Restructuring – Privatisation - Organisational Restructuring - Dynamics of Restructuring.

Total Hours: 60

Books for Reference:

1. Financial Management Theory & Practice (6th Edition), Prasanna Chandra, Tata McGraw Hill Publishing Company Ltd.
2. Principles of Corporate Finance (6th Edition), Brealy & Myers, Tata McGraw Hill Publishing Company Ltd.
3. Corporate Finance, Ross, Westerfield, Jafee), Tata McGraw Hill Publishing Company Ltd.
4. Investment Analysis & Portfolio Management, . Prasanna Chandra, Tata McGraw Hill Publishing Company Ltd.

MS4A5 E-BUSINESS TECHNOLOGIES AND APPLICATIONS 4 1 0 5

OBJECTIVES:

- To understand the concepts of E-Commerce and E-Business
- To understand the knowledge of networks and its functions
- To understand the Security methods of E-Business

UNIT – I

10

Introduction to E-Commerce-Emergence of E-Commerce-Applications of E-commerce-Types of E-Commerce-Advantages and Disadvantages of E-Commerce-Moving from E-Commerce to E Business-E Commerce Vs E business-Trends driving E business-E business models-E business patterns – E Business Design-E Business Architecture

UNIT – 2

10

Internet and World Wide Web-Internet Infrastructure -Network Access Equipment-Software Tools –IP-TCP-HTTP-HTML-Web Design and Development –S/W Agents-Types of S/ W agents- WAP software -Telescript – Multimedia Data Compression – Digital Video and Ecommerce – Mpeg – Jpeg – Video Conferencing – Commercialization of Internet – Types of service providers

UNIT -3

15

Electronic Markets – EDI (Electronic Data Interchange) Applications- EFT(Electronic Fund Transfer) – Intra organizational commerce-SCM (Supply Chain Management) - Logistics and distribution-Corporate library- Benefits of Digital Library-Electronic Brokerages-Consumer search and resource discovery methods-Electronic Directories and Catalogue-Information Filtering – Education and Training online- M commerce Web Advertising and Marketing – Electronic customer relationship Management

UNIT-4

10

Electronic Payment System (EPS) - Features-types-E cash-E-cheques – Smart card- credit cards- Debit cards- e purse- .VISA cash card – Mobile payment - Advantages and disadvantages of EPS – Security Threats – Fraud and Theft –Malfunctioning- Merchant Risk – Measures to avoid Security threats.

UNIT 5

15

E-Security – Issues Regarding Security on Internet-Risk Involved with Usage of Internet-Remedies/Securities to Protect the E-environment- The firewall Concept-Benefits of an Internet Firewall – Components of the Firewall- Network Policy- Advanced Authentication- Packet Filtering – Application Gateway- Cryptography- Terms Used in Cryptography-Threats in Cryptographic System-Digital Signatures-Features of Digital Signatures-How Digital Signature Technology works

TOTAL HOURS: 60

