

Department of Business Administration

MASTER OF PHILOSOPHY (Business Administration)

- 1. Duration of the Course :** The Master of Philosophy (M.Phil.) course will be of three semester duration to be conducted in one and half years. Each semester will be of approximately six months duration.
- 2. Eligibility :** Candidates seeking admission to the first semester of M.Phil. must have a M.Com. or equivalent degree with minimum 55% marks from a recognized university.
- 3. Admission:** Admission will be made on the basis of the fifty percent weightage to the marks obtained in the entrance examination (Paper-II of the Joint Entrance Examination for M.Phil./Ph.D.) conducted by the University and fifty percent weightage to marks obtained at the Post Graduation level. The entrance examination syllabus and number of papers, structure of questions, duration, maximum marks etc. will be same as that for the Entrance examination for admission to Ph.D. programme already approved by the University. The Entrance examination for Admissions to M.Phil. programme will be conducted by the Dean, Post-Graduate Studies.
- 4. Course structure**

The curriculum of M.Phil. programme shall consist of a course work of two semesters duration and dissertation work of one semester duration. Each semester of the course work shall consist of two papers of 6hrs./week class room instruction. In the second semester, candidates will be required to take a non credit course on ICT in Research syllabus of which will be same as that for the course work of the Ph.D. programme. Candidate will be required to qualify in the non-credit course by taking both theory and practical examinations conducted by the University.

Paper No.	Paper Code	Paper Name	L	Max. Marks		
				Ext.	Int.	Total
SEMESTER-I						
I	MPL101	Research Methodologies	6	75	25	100
II	MPL102	Functional Management	6	75	25	100
Total			12	150	50	200
SEMESTER-II						
I	MPL201	Contemporary Issues in Business	6	75	25	100
II	MPL202	Strategic Management	6	75	25	100
III	ACMPL*	Information and Communication Technologies in Research	4	100*		100*
Total			16	150	50	200
* Non-Credit Course to be taken from Computer Centre/Computer Science Department and shall consist Theory (50 Marks) and Practical (50 Marks)						

SEMESTER-III					
I	MPL301	Dissertation	12	150	200
Grand Total			40	450	600

***Viva voce to be conducted jointly by Sr. Most Professor, HOD, Supervisor and External Expert.**

In the beginning of the semester, teaching plan for each paper shall be declared by the teacher concerned giving topics of the lecture and teaching hours, the text and reference book followed. In addition to the class room instructions, the curriculum consist of seminars, assignments and internal examinations.

Seminar: (Weightage 20% maximum marks 5) Students are required to give one seminar in each semester (10 to 15 minutes) using Audio visual aids. They will be required to submit detailed written work on the seminar topic. Attendance in all the seminars by the students is compulsory. Marks proportionate to their absence will be deducted from seminar component of the internal marks.

Assignments: (Weightage 40% maximum marks 10) Teachers will give regular assignments to the students to assess in the topics. Students will be required to complete the same within the stipulated period.

Internal tests (weightage 40% maximum marks 10): Two internal tests shall be conducted in each.

Dissertation: Students will be required to carry out a dissertation work in the last semester under the supervision of faculty members. Number of students under each supervisor shall not exceed five as prescribed by the University under the Ph.D. regulation 2009.

5. ATTENDANCE :

Regular attendance of the student is an important factor in the semester system. No candidates can be allowed to appear in the End Semester Examination as a regular student unless he/she has attended the course regularly having 75% minimum attendance.

- 5.1 75% minimum attendance is compulsory for all students for every course in class room. Hence attendance will be monitored by the faculty in the semester and students will be informed at the end of every month and end of semester.
- 5.2 For students participating in Sports/Cultural event/NCC camps etc. during a semester the maximum number of days of absence shall not exceed 8 days. Any waiver in this context shall be on the recommendation of the Dean/ Head and the student will be required to apply in advance for the leave to the Head.
- 5.3 If attendance of a candidates in a paper is less than 75% his/her internal assessment will be marked zero.

6. Examination scheme:

- 6.1 University shall conduct examination only after completion of instructions as per course structure of each semester. External examination may be conducted on consecutive working days.
- 6.2 Each theory paper shall be of 100 marks (75 marks for written examination of 3-hrs duration and 25 marks for internal assessment).
- 6.3 The question paper shall consist of eight questions and the candidate shall be required to attempt five questions in all.
- 6.4 The Internal marks will be awarded by the teacher concerned and the internal marks will be displayed on the notice board before sending to the COE, MLSU.
- 6.5 To ensure that questions are put within the scope of the course, following materials must be sent to examiners to set question papers.
 - a) Prescribed syllabus of the paper
 - b) Model Question paper / Question paper of the last examination.
- 6.6 The candidates shall be permitted to use non-programmable scientific calculators in examination.

7. Internal evaluation scheme to award internal marks

- 7.1 Assignments:** 10 M.M. of the internal assessment marks for each theory paper will be awarded on the basis of the performance in the assignments regularly given to the students.
- 7.2 Internal examination :** 10 M.M. of the total internal assessment marks for each theory paper will be awarded on the basis of the performance in the written examination conducted by the faculty.
- 7.3 Seminar & Oral examination :** 5 M.M. of the total internal assessment marks for each paper will be awarded on the basis of the performance in a seminar and Internal viva-voce examination.

Note: Candidate who attends less than seventy five percent of the total classes conducted in a paper will be awarded zero marks in the internal marks of that paper.

- 7.4** Students are required to keep record of the assignments, Seminars and answer books of the internal examinations and present them at the end of the semester to the advisory board of the course. The attendance of each student will be examined by the board. The internal marks awarded by the teacher will be moderated by the semester board if necessary.

- 7.5** If a student has undertaken Dissertation work but failed to submit the dissertation report before the prescribed date for submission, the candidates shall be declared failed in III semester. However, he/she will be allowed to submit the same whenever next Semester examination is conducted and internal marks will be carried over.
- 7.6** If the dissertation work of a student is found unsatisfactory or he/she is not carried out the dissertation work he/ she will be declared failed in III semester examination and shall not be eligible for award of M.Phil. degree. Such students will be given one more chance within one year provided they undertake a fresh dissertation work as per rules. Internal marks if any awarded shall be treated as cancelled and student shall be required to undergo fresh internal examination as per rules.
- 8.** Minimum passing marks and criteria for promotion to next higher semester
- 8.1** The minimum marks for passing a semester shall be 40% in each paper (individually in internal and external assessment)
- 8.2** A candidate failed to obtain 40% marks in each of the papers prescribed in the first and second semester to satisfy passing criterion in individual papers but obtained an aggregate of 50% marks of the maximum marks of the first and second semester together shall be required to re-appear in those papers in which he/she has secured less than 40% marks when these courses are offered again so as to satisfy the passing criteria laid in 8.1.
- 8.3** A candidates passed in individual papers by scoring 40% or marks but failed to obtain 50% marks aggregate of first and second semester core papers shall be required to re-appear in a maximum of two core papers of first or second semester to obtain 50% of aggregate of first and second semester to satisfy passing criteria laid in 8.1.
- 8.4** A candidate shall be required to pass the non-credit/audit course by securing 50% marks separately in both theory and practical papers of the non-credit course.
- 8.5** All the candidates appeared in all the papers of first semester shall be eligible for promotion to second semester. Similarly, those candidates appeared in all papers of second semester course including non-credit/audit course shall be eligible for promotion to third semester and offer dissertation. However, the candidates shall be required to satisfy passing criterion under 8.1 for successful completion of M.Phil programme.
- 8.6** The dissertation report submitted to the University through the Dean, Post Graduate studies as per approved format shall be sent for evaluation by two examiners. Average of marks awarded by two examiners will be awarded to the candidate. A candidates shall be required to obtain 50% marks in the external evaluation and 50% marks in the Viva voce to be declared pass in the third semester.

- 8.7** The Internal marks for the dissertations shall be awarded on the basis of contact hours with the supervisors (50%) and performance in the Viva-voce examination to be conducted by the Department concerned. The Viva-voce examination shall consist of a power point presentation of the dissertation of the candidate and to satisfy the examiners that the candidates has carried out the dissertation work satisfactorily and acquired in depth knowledge in the area of dissertation work. The committee consisting of Sr. most professor HOD supervisor and external expert shall conduct the Viva-voce examination.
- 8.8** If a candidates whose attendance is less than 75% in a paper is allowed to appear in the theory papers in the End Semester Examination, his or her Internal marks in the paper will be set to zero.

9. RESULT

All the end of final examination the candidate's eligible for the award of M.Phil degree in the concerned subject. Degree shall be classified on the basis of the marks obtained in the first, second and third semester examination taken together, as follows:

a) First Division

60% or more marks.

b) Second Division

All other than those included in (a) above

A candidates must pass the M.Phil. examination within three years of the initial admission to the first semester of the course

M.Phil. Business Administration
Semester – I

Paper Code: 102 Functional Management

- Unit – I Functional Manager: Meaning, Definition, Scope, Roles of Managers, Accountability, Multi – Skilling and Global Trends.
- Unit – II Marketing Function – Concept and functions, consumer behavior, Marketing Research, Product Planning and Development, Pricing, Branding, Trademark, Patents, Channels of Distribution, Marketing Promotion.
- Unit – III Personnel Function – Meaning and Scope, Functions and Duties of a Personnel Manager, Recruitment, Selection Placement, Training and Development, Job Analysis, Meaning, Methods and Utility, Merit Rationing, Job Enlargement and Job Enrichment.
An introduction to Industrial Psychology- Meaning, Definition Importance & Scope.
- Unit – IV Finance Function – Meaning and scope, Basic Concepts of Financial Management, Financial Planning and Capital and Capital Structure, Ratios (Only liquidity and solvency ratios) Budgets and Budgetary Control. Financial Institutions of India.
- Unit – V Production Function – Meaning and Scope, Production Planning and Control, Production Process, Routing, Scheduling, Dispatching, Follow-up, Quality Control, Inventory Control.
In Introduction to Operations Management - Meaning, Scope, Functions and Importance.

Books recommended:

- R S Agarwal: Business organization
- Stoner and Wankel: Management
- Philip Kotler: Marketing Management
- E B Flippo: Personnel Management
- Blum: Industrial Psychology
- I M Pandey: Financial Management
- Chary, S.N. – Production and Operations Management,
- Muhlemann, Alan etc. Production and Operations Management.
- Chunawala, S.A. and Patel, D.R. – Production and Operations Management,
- G S Sudha: Functional Management
- M J Mathews: Functional Management

M.Phil. Business Administration

Semester – II

Paper Code: 201 Contemporary Issues in Business

UNIT – I

- (A) Organizational Effectiveness Dimensions (Creativity, Motivation, Initiative etc.)
- (B) Management of Stress & Management of Conflicts

UNIT – II

- (A) Globalization & Indian Economy
(Positive & Negative Impacts)
- (B) India V/s China Comparative Opportunities and Prospects.

UNIT – III

- (A) HR trends and practices in Global Era
- (B) Diversity Management (Quality of Life, Work Culture).

UNIT – IV

- (A) Customer Relation Management (CRM)
- (B) Management Information System (MIS)

UNIT – V

- (A) Business Ethics & Indian Ethos, Management Learning from Geeta and Ramayan
- (B) Corporate Social Responsibility

Note: The departments will identify certain areas for in depth study by M.Phil. Students and will draw every year.

Books recommended:

Relevant readings from news papers, articles, journals, E resources etc.

M.Phil. Business Administration

Semester – II

Paper Code: 202 Strategic Management

UNIT – I

Introduction: Business Policy as a field of study, Nature and Scope of Strategic Management, Concepts of Corporate Strategy and Tactics, Concept of Synergy and its relevance to strategy. Responsibilities of Top Management and the CEO in formulating strategy; Overview of Decision Theories and Strategic Decision-making.

UNIT – II

Formulation of Strategy: Corporate Mission and Objectives, Social Responsibility of Business, Environmental Analysis, Corporate Appraisal, Basic Strategic alternatives-Stability, Retrenchment, Expansion, Diversification, Integration, Relating Economic Strategies to Personnel Values, Matching Opportunities and Competence. Making choice of Strategy.

UNIT – III

Mergers and Acquisitions as a Strategic Alternative: Meaning, Characteristics and Causes of Mergers and Acquisitions (M&A). Rationale and Categories of M&A. Behavioral Aspects of M&A – Industrial Relations, Organization Culture, Compensation Management, etc. Managing M&A as a successful strategic alternative.

UNIT – IV

Implementation of Strategy: Interdependence of Formulation and Implementation of Strategy, Strategy and Corporate Organization Structure-Task, Responsibilities, Sub-division and co-ordination, Effective Design of Information System, Establishment of standards and Measurement of Performance, Motivation and Incentive System. An overview of Functional Strategies – Human Resource Strategy, Strategic aspects of Recruitment, Training etc.

UNIT – V

Applying Strategic Management through the case method and selected cases.

Books recommended

1. Wheelen, Thomas L. and David Hunger, Strategic Management and Business Policy: Emerging 21st Century Global Society, 7th Ed., Prentice Hall, New Jersey, 200.
2. Hitt, Michael A. et al., Strategic Management: Competitiveness and Globalisation, South Western College Publishing, Australia, 4th Ed., 2001.
3. Ansoff, H. Igor: "Corporate Strategy", Penguin.
4. McCarthy, Minichieloo and Curran: "Business Policy and Strategy: Concepts and Readings". Richard D. Irwin and AITBS, Delhi, 4th Ed., 1996.
5. Pearce, John a. (II) and Richard B. Robinson (Jr.) Strategic Management: Strategy Formulation and Implementation, AITBS, Delhi, 3rd Ed., 1997.
6. Ellis, J. and Williams: International Business Strategy, Pitman, London, 1995.
7. Kenneth, A. "Andrews Concepts of Corporate Strategy".
8. Bonge and Coleman, "Concepts of Corporate Strategy".
9. Newman and Logal Strategy: "Policies and Central Management". South Western.
10. Jauch and Glueck: "Business Policy and Strategic Management".