

**M.Phil (Management)  
Admission Test**

**SYLLABUS**

**INSTITUTE OF MANAGEMENT  
PT. RAVISHANKAR SHUKLA UNIVERSITY, RAIPUR**

### **MANAGEMENT CONCEPTS AND PROCESS**

- Concepts, nature, scope, significance, functions and principles of management, historical evolutions of management thoughts, Management Process, System Approaches to Management
- Planning-concepts, components and steps involved in planning process, MBO, Individual and Group Decision Making. Organizing- principles, centralization, decentralizations, delegation, employees' empowerment, line & Staff Authority, Different types of organization structures, staffing.
- Directing and Coordinating Assumptions in directing, Principles of Directing, .
- Controlling, nature, scope, functions, steps and control techniques.

### **ORGANISATIONAL BEHAVIOUR**

- Understanding Human Behavior, Individual Differences, Personality, Attitudes, Values, Emotional Intelligence.
- Intra-personal Processes: Sensation, Perception, learning, Motivation. Inter-personal Process, stress management.
- Leadership, Socialization, Counselling, Mentoring.
- Group Behavior-Intra-group and Inter-group processes and behaviour, Team Development and Team Functioning
- Conflict Management - Intra and Inter personal conflict.

### **QUANTITATIVE METHODS**

- Mathematical basis of Managerial Decision : Functions A.P. & G.P. and their Managerial Applications, Matrices
- Frequency Distributions and their Analysis - Measures of Central Tendency and Dispersion.
- Index Numbers, Time Series Analysis

### **MANAGERIAL ECONOMICS**

- Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Role and Responsibilities of Managerial Economist.
- Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Consumer Surplus. Law of Returns and Production Functions.
- Price-output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Non-Price Competition, Price Discrimination.

### **ACCOUNTING FOR MANAGERS**

- Financial Accounting – Concept, Importance and Scope, Generally Accepted Accounting Principles, Preparation of Financial Statements with special reference to analysis of a Balance Sheet and Measurement of Business Income
- Financial Statement Analysis - Ratio Analysis, Funds Flow Analysis, The Statement of Cash Flows
- Management Accounting – Concept, Need, Importance and Scope; Basic Concepts in Cost Accounting – Material, Labour, Overheads, Job and Process Costing.

### **Information Technology**

- Introductions to Computers- Hardware, Software, System software, Application software and packages, Introduction to embedded software
- Fundamentals of Operating System, Windows, Introduction to DBMS Concepts, Emerging Communication Technologies
- Commonly used software Packages like Microsoft Word, Microsoft Excel, Microsoft Power Point, Tally etc.
- Types of Network- LAN, WAN and MAN, Introduction to Electronic Commerce and Electronic Business
- Introduction to World Wide Web- Internet Operations- Internet Browsers and Business Websites, Use of Search Engines and Google Applications

### **ENVIRONMENT AND MANAGEMENT**

- Business Environment: Nature, Scope and its relevance in Management Decision Making.
- State Participation in Business, Interaction between Government and Business, Socio-Cultural and Political Environment and its effect on Business.
- GATT/WTO Provisions, Patents, IPRS, Industrial Pollution – Air, Water, Land Pollution and its effects on Business, Environmental Ethics.

### **BUSINESS LEGISLATIONS**

- The Indian Contract Act 1872, Essentials of a valid contract, Void agreements,
- An overview of The Negotiable Instruments Act 1881. Holder-in-Due Course, Arbitration.
- The Companies Act, 1956 : Nature and Types of Companies.
- Consumer Protection Act and IT Laws.

### **MANAGERIAL COMMUNICATION**

- Importance and Nature of Business Communication, Channels and Media of Communication, Communication Networks, Effectiveness of Communication ; Process of Communication
- Barriers to Communication; Writing Business Reports
- Oral Communication, Resume preparations, public speaking and negotiations skills; Legal aspects of Business Communication

### **HUMAN RESOURCE MANAGEMENT**

- Concepts and Perspectives on Human Resource Management; Evolution and Philosophy of Human Resource Management, HR challenges in changing environment
- Human Resource Policy and Planning; Job Analysis. Methods of , Job Analysis, Description , Job specification.
- Recruiting and Selecting Human Resources ,Placement , and Induction,
- Manpower Training and Development, Performance Appraisal and Potential Evaluation; Job Evaluation, Wage Determination and Compensation management .
- Employees' Welfare; Industrial Relations & Trade Unionism; Grievance Management.

### **FINANCIAL MANAGEMENT**

- Financial Management: An Overview, Acquisition of funds, allocation of funds and allocation of income, Nature and Scope, Profit Maximisation v/s Wealth Maximisation, Financial leverage, Operating leverage.
- Capital Budgeting : Concept and Significance, Techniques and methods of capital budgeting,
- Working Capital Management: overview, Management of Cash, Financing current assets.
- Retained earnings and Dividend Policy, Types of Dividend, Dividend Theories, Dividend Practices in India.
- Sources of Long Term and Short-term Finance.

### **MARKETING MANAGEMENT**

- Marketing: Concept, Nature and scope. Marketing Environment Ps of Marketing
- Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets
- Product Decisions- Types of Product, Product Life Cycle, New Product Development Stages, Branding and Pricing Methods, Factors Influencing Pricing Decisions
- Channel Management, Sales Management, Promotion Management .

### **RESEARCH METHODOLOGY**

- Concepts of Research, Scientific Approach to Research, Types of Social Science Researches.. Research Process and Planning for Research, Formulation of Research Problem,
- Research Designs – Exploratory, Descriptive and Experimental Research Designs, Sampling Design, Sources and Methods of Data Collection, Observation Design, Interviewing for Research, Formulation of Questionnaire.
- Scaling Techniques, Techniques of Data Analysis (including Statistical Techniques) like ANOVA, Awareness of Software Packages relevant to Management Researches
- Interpretation of Data and Drawing Inferences, Research Report Writing, Research Publications.

**M.Phil  
in  
Management**

**SYLLABUS**

**M. PHIL IN MANAGEMENT (ONE YEAR)**

**One Year M. Phil in Management (full time ) programme**

**COURSE STRUCTURE**

	<b>MARKS</b>
	Total
101 Organisation System and Structure	100
102 Corporate Evolution and Business Strategy	100
103 Research Methodology	100
<b>104 Dissertation and Viva</b>	<b>300</b>
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	<b>600</b>
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**Note :**

1. The scheme of the mark will be as per the relevant M.Phil ordinance of Pt. R.S. University, Raipur.
2. Research report has to be an empirical work. It is to be started from the beginning of the M.Phil Programme. A student before preparation the final dissertation has to make two presentations based on empirical work related to his area of interest. The topics of the research project is to be finalized with the consultation of the faculty guide, which has to be approved by the Director of the Institute in a seminar presentation.



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## ORGANIZATION SYSTEM AND STRUCTURE ( 101 )

- Organization – a conceptual overview- meaning, nature, forms functions and importance, principles of sound organization in brief, Theories in organization.
- The process of organizing various forms of organizational structures – Their relative strengths and weaknesses, suitability. Departmentation, span of management, delegation and decentralization.
- Organizational development, organizational climate, organizational change, organizational effectiveness.
- Managing organizational change , group dynamics –managing organizational conflicts, Inter personal and organization communication.
- Organizing in the 21<sup>st</sup> century. Contingency design, the Burns and Stalker model, the Lawrence reengineered organizations. Changing shape of organization, Learning organization.

### **Suggested Readings :**

1. Essentials of Management, Harold Korntz and Heinz Wehrich, TMH Edn.
2. Management, Stoner & Freeman. PHI.
3. Management, Robert Kreitner, AITBS.

## CORPORATE EVOLUTION & BUSINESS STRATEGY (102)

- Corporate Evaluation and provision strategy, Nature scope SM, Strategic Intent, Core competence, Capability for organizational learning, Process of strategic planning & Implementation Strategy, structure, Organizational values & Impact on strategy,
- Power game among competing players, Turnaround management, strategic change
- Strategic management in an international firm. Developing Strategic leader and strategic culture
- Tools of ethics- Management style assessment, qualitative decision making tools Ethics and integrity, Future of value based Management- trends in governance practices, comparative study of governance practices in major countries
- Merger & acquisition strategy and corporate evolution in Indian context, Strategic Evolution and control

### **Suggested Readings :**

7. Stoner and Freeman, **Management**, Prentice Hall, N. Delhi.
8. Koontz, O' Donnell Wechrich, **Principles of Management**, McGraw Hill, New York.
9. Peter F. Drucker, **The Practice of Management**, Allied Publishers.
10. Azhar Kazmi, **Business Policy & Strategic Management**, TMH, New Delhi.
11. Keen, Peter and Mark McDonald, **The e-Process Edge**, Delhi. Tata McGraw Hill.
12. P.K. Ghosh, **Business Policy-Strategic Planning and Mgmt.**, Sultan Chand and Sons, New Delhi.
13. V.P. Michael, **Business Policy and Environment**, Sultan Chand and Sons, New Delhi.
14. R.M. Srivastava, **Corporate Strategy and Planning**, Himalaya, Mumbai.
15. R. Nanjundaiah, **Strategic Planning and Business Policy**, Himalaya, Mumbai.
16. Steiner, Miner, **Management Policy and Strategy**, MacMillan, London.

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17. I. Ansoff, **Strategic Management**, MacMillan, London.
18. Peters Tom. **Business School in a Box**, New York, Macmillian.
19. Hamel G. & Prahallad C.K. **Competing for the Future**, Boston, HBS Press.

## RESEARCH METHODOLOGY

(103)

- Concepts of Research, Scientific Approach to Research, Types of Social Science Researches.. Research Process and Planning for Research, Formulation of Research Problem,
- Research Designs – Exploratory, Descriptive and Experimental Research Designs, Sampling Design, Sources and Methods of Data Collection, Observation Design, Interviewing for Research, Formulation of Questionnaire.
- Techniques of Data Analysis, Parametric and non-parametric test, Awareness of Software Packages relevant to Management Researches
- Interpretation of Data and Drawing Inferences
- Research Report Writing, Research Publications.

### Suggested Readings :

- Andrews, F.M. and S.B. Withey, **Social Indicators of Well Being**, Plenum Press, NY.
- Bernet, Roger : **Management Research**, ILO.
- Fowler, Floyd J.Jr., **Survey Methods**, Sage Pub.
- Fox, J.A. and P.E. Tracy : **Randomized Responses : A Method of Sensitive Surveys**, Sage Pub.
- Gupta S.P., **Statistical Methods**, Sultan Chand, New Delhi.
- Golden, Biddle, Koren and Karen D. Locke, **Comprising Qualitative Research**, Sage Publication.
- Salkind, Nell J., **Exploring Research.**, Prentice Hall, NJ.
- Dwivedi, R.S. **Research Methodology in Behavioural Sciences-** McMillian.

## Dissertation

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