

## **RESEARCH METHODOLOGY**

### **MPM 01**

#### **BLOCK I**

Meaning of research-scientific method – features - deductive and inductive method – research - research process-steps in research – nature - Nature of Business research-limitations.

#### **BLOCK II**

Types of research-qualitative and quantitative-case study, survey, experimental research-methods of research design - steps in formulation and design of research problems.

#### **BLOCK III**

Survey of literature- formulation of hypotheses-characteristics of a testable hypotheses-hypotheses testing - Sampling methods-features of good sample-sample errors-methods of data collection and field work - primary data - interview, questionnaire, observation, participative- errors in data collection.

#### **BLOCK IV**

Processing of data-data analysis-computerized data processing- Univariate techniques; Correlation techniques, t-tests, Z test, ANOVA- Orientation on Multivariate techniques; Factor Analysis, Multiple Regression, Multiple Discriminant functions, Canonical Correlation.

#### **BLOCK V**

Statistical Software packages - report writing, conventions and style of research report writing, preparation of references and bibliography.

### **REFERENCE**

1. C.R. Kothari, **Research Methodology**, Vikas Publications Ltd., 2002.
2. Donald H.McBurney, **Research Methods**, Thomson Asia Pvt. Ltd. Singapore, 2002.
3. Donald R. Cooper and Ramela S. Schindler, **Business Research Methods**, TataMcGraw Hill Publishing Company Limited, New Delhi, 2000.
4. G.W.Ticehurst & A.J.Veal, **Business Research Methods**, Longman, 1999.
5. Ranjit Kumar, **Research Methodology**, Sage Publications, New Delhi, 1999.
6. Uma Sekaran, **Research Methods for Business**, John Wiley and Sons Inc, New York, 2000.

## **MPM 02**

## **EMERGING ISSUES IN MANAGEMENT**

### **BLOCK I**

Emerging Issues in Marketing – Global Marketing – Emerging trends in Brand Management – Customer Relationship Management – Changing trends in Services Sector – Trends in Retail Marketing.

### **BLOCK II**

Emerging Issues in Financial Management – Activity Based Costing – Corporate Governance in India – Research on Financial Information System.

### **BLOCK III**

Emerging Issues in Operations Management – Total Quality Management – Six-sigma Techniques – Kaizen Concept – 5 'S' Concept – Quality Assurance – Sustainable development – Value Engineering Management.

### **BLOCK IV**

Emerging Issues in Human Resource Management – Knowledge Management – Gender issues at Work – Women Empowerment – Flexi-Time jobs – Current Information on Human Resource Accounting.

### **BLOCK V**

Emerging Issues in Systems Management – Enterprise Resource Planning – Bio-informatics – Distributed Databases – Internet Programming.

### **REFERENCE**

1. Fred Weston, J. Mark L. Mitchell & J. Harold Mulherin, **Takeovers, Restructuring and Corporate Governance 4e**, Pearson Education.
2. James C. Van Horne, **Financial Management & Policy**, Prentice Hall of India.
3. John M. Ivancevich, **Human Resource Management 9e**, Tata McGraw Hill.
4. Kenneth C. Laudon & Jane P. Laudon, **Management Information Systems 7e**, Prentice Hall India.
5. Lee J. Krajewski & Larry P. Ritzman, **Operations Management Strategy & Analysis 6e**, Pearson Education.
6. Philip Kotler, **Marketing Management 11e**, Prentice Hall of India.

## **MPM 03**

## **STRATEGIC MANAGEMENT FOR BUSINESS**

### **BLOCK I**

Introduction: Meaning of strategy, strategic management process, analysis of internal / external environment, key concepts guiding strategy development and managing the strategic management process.

### **BLOCK II**

Strategic Marketing: Identifying attractive markets, measuring market opportunities, differentiation and positioning; marketing strategies for new, growth, mature declining markets and new economy; organizing & planning for implementation; measuring and delivering market performance.

### **BLOCK III**

Strategic Human Resource Management: Employee resourcing strategy – objective, Strategic human Resource Management approach, integrating business and resourcing; Performance Management, Strategic Human Resource Development – principal concerns, Employee Relations Strategy – formulating strategies.

### **BLOCK IV**

Strategic Operations Management: Retail operations strategies; manufacturing and production operations strategies; service sector operations strategies; global operations strategies; supply network operations strategy.

### **BLOCK V**

Strategic Financial Management: Strategic Investment Decisions – Risk Analysis – Strategic Financing Decisions - IPO's – Investment Banking – Lease Financing – Hybrid Financing.

### **REFERENCE**

1. Eugene Brigham & Michael Ehrhardt, **Financial Management Theory & Practice Xe**, Thomson-South western.
2. Michael Armstrong, **Handbook of strategic Human Resource Management**, Kogan Page.
3. Ranjan Das, **Crafting the strategy**, Tata Mc Graw Hill publishing company Ltd, New Delhi.
4. Robert H.Lowson, **Strategic Operations Management**, (Routledge) Vikas Publishing House.
5. Walker, Boyd, Mullins & Larreche, **Marketing strategy, IVe**, Tata Mc Graw Hill publishing company Ltd, New Delhi.