

SYLLABUS

DEPARTMENT OF
BUSINESS ADMINISTRATION
M.Phil. Business Administration Examination, 2013



JAI NARAIN VYAS UNIVERSITY
JODHPUR

IMPORTANT

With a view to bring about greater reliability, validity and objectivity in the examination system and also for closer integration of teaching, learning and evaluation.

- (i) The syllabus has been divided into units. Questions will be set from each unit with provision for internal choice.
- (ii) In order to ensure that the students do not leave out the important portion of the syllabus, examiners shall be free to repeat the questions set in the previous examinations.

[Ref. Resolution No. 21 (c) of Academic Council dated 9-2-84]

The examinees be permitted to use their personal transistorised pocket battery operated calculators in the examinations. The calculator to be used by the candidates in the examinations should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless. A calculator belonging to one candidate shall not be allowed to be used by another candidate. The Superintendent of the centre will have complete discretion to disallow the use of a calculator which does not conform to the above specification.

[Ref. Res. No. 6/90 of Academic Council dated 20th July, 1990]

In Engineering and any other examinations where the use of calculators is already permitted, it shall remain undisturbed.

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfil 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)

SYLLABUS

DEPARTMENT OF
BUSINESS ADMINISTRATION
M.Phil. Business Administration Examination, 2013



FACULTY OF COMMERCE AND
MANAGEMENT STUDIES

JAI NARAIN VYAS UNIVERSITY
JODHPUR

JAI NARAIN VYAS UNIVERSITY, JODHPUR

DEPARTMENT OF BUSINESS ADMINISTRATION

The Department offers the following programmes of teaching and research :

B.Com. (in combination with other Departments of the Faculty)

M.Com. Business Administration

Master of Human Resource Management

B.Com. (Hons.) Business Administration

P.G. Diploma in Marketing & Sales Management

P.G. Diploma in Human Resource Management

M.Phil. Business Administration

Ph.D. Business Administration

D. Litt. Business Administration

The Department shoulders the responsibility towards the undergraduate teaching under the three year programme leading to the degree of B.Com., alongwith other sister Departments, viz., the Department of Accounting and the Department of Business Finance and Economics.

The M.Com. programme offers specialisation in four different areas : The Human Area, The Marketing Area, The Finance Area and the Institutional Area. Currently, teaching is being provided in the first two areas, viz., the Human Area and the Marketing Area.

The Department has been running the one year P.G. Diploma in Marketing and Sales Management Programme on self-financing basis, for the last Sixteen years. The Diploma has proved quite useful as a professional job oriented course.

On similar lines, another Diploma programme, namely the P.G. Diploma in Human Resource Management has also been running on Self-financing basis for past Fifteen years.

The newly launched PG Programme named "Master of Human Resource Management" has been started on self-financing basis from Session 2010-2011.

M.Phil. Business Administration is a research degree that orients the student towards research and prepares him for undertaking doctoral research.

The Department also shoulders the responsibility of supervising doctoral research (Ph.D.) and advising post-doctoral research (D. Litt.)

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MASTER OF PHILOSOPHY

General Information for Students

MEMBERS OF THE TEACHING STAFF

Professor & Head

Dr. J.K. Sharma M.Com., M.Phil., Ph. D.
FDP (IIM-A)

Professors

Dr. R.C.S. Rajpurohit M.Com., M.Phil., Ph. D.
Dr. Rajan Handa M.Com., Ph. D., MBA

Associate Professor

Dr. M.S. Gupta M.Com., Ph.D.

Assistant Professor

Dr. M.L. Vasita M.Com., Ph.D., PGDLL, MBA

1. The Degree of Master of Philosophy (abbreviated as M. Phil.) Aims at advancing higher study and research in the University in the domain of Business Administration subject to the conditions and regulations hereinafter contained. This is a separate programme and not a pre requisite for Ph. D. Degree.

2. The minimum qualification for admission to M. Phil. Course shall be Second Division in Master's Degree or equivalent degree recognised by the University.

3. Application for admission to M. Phil. Course shall be submitted by the candidates in the proforma prescribed by the University to the Head of the Department concerned. The M. Phil. Committee which shall comprise the Head of the Department (Convener) and approved Ph. D. Research Supervisors of the Department, shall finalise the admissions after scrutinising the admission applications and testing/interviewing the candidates.

4. The application for enrolment shall be sent to the University on the prescribed form alongwith the prescribed fee and certified photo copy of the Master's or equivalent degree and the migration certificate of the University from which he/she took the degree.

Note : A candidate already enrolled in the University shall not be required to be enrolled again.

5. M. Phil is a whole-time programme and the candidate shall be required to attend classes, library, laboratory, seminars and field work assignment on all working days. However, 30 days leave during one year can be availed of by the candidate for meeting any exigencies. The record of attendance of M. Phil. Students shall be maintained in the department concerned. On the recommendations of the Supervisor, the Head of the Department concerned may recommend to the Registrar for cancellation of the registration of irregular candidates.

6. The prescribed registration fee will be paid at the time of submission of the application for registration. Registration fee shall not be refundable.

7. The candidates admitted for the degree of M. Phil. Shall do research work under the guidance/direction of an approved Ph. D. Supervisor who shall be a teacher of the University and shall be appointed by the M. Phil Committee (as specified in 3 above.)

8. The candidate admitted will be required to pursue a set of courses including :

- (1) Two Core Courses carrying 100 marks each.
- (2) One Elective course carrying 100 marks and an Audit Course (non-credit course), and
- (3) Dissertation on the subject of research as may be prescribed. M. Phil. Dissertation shall contain the results of research work carried out by the candidate.
- (4) The M. Phil. Candidate shall also be required to give atleast one seminar on the topic of the dissertation and shall be required to attend seminars held in the department.

9. The duration of M. Phil. Degree course will be one year. The maximum period in which the candidate must fulfil the total requirements would be two years from the date of admission.

It is expected that the courses may be designed by the teachers concerned and approved by the M. Phil. Committee (as specified in 3 above) in manner that it not only enhances the capacity of the candidate to take up further research work but also deepens his understanding of subject as a whole.

10. Ordinarily there shall not be more than two M. Phil. Students under a Supervisor in addition to the candidates registered with him for supplicating the degree of Ph. D.

11. In no case, the department will enrol more than 15 students in M. Phil. class during one academic session.

12. The Supervisor once appointed shall not be changed unless circumstances so warrant. Such change shall be made by th Vice-Chancellor on the recommendation of Head of the Department and the Dean concerned.

13. Every candidate shall be duly enrolled as a student of the University on payment of prescribed fee before he is registered for the award of M. Phil. Degree.

14. On completion of the courses, the candidates will be examined by means of written examinations on three courses (two core and one elective) each of 100 marks. The minimum pass marks shall be 50% in each paper. The examiners for these papers will be appointed by the Vice-Chancellor on the advice if the Examination Committee consisting of the Vice-Chancellor himself, the Dean of the Faculty concerned and the Convener of the Committee o Courses and Studies concerned.

15. The M. Phil. Evaluation Committee of the department comprising the Head of the Department (Convener), the Supervisor and two senior

members of the department nominated by the Head of the Department in consultation with the Supervisor, shall evaluate the performance of the candidate in the seminar given by the candidate in terms of pass or fail. In case the candidate fails. He will be required to give another seminar to pass it.

16. The candidate shall submit to the University four printed or typed copies of his dissertation together with four copies of short abstract in which the objectives and the extent to which these have been achieved alongwith the main findings will be given.

17. The dissertation shall carry 100 marks. It shall be evaluated by the candidate's Supervisor and the Head of the Department or, at his suggestion by another approved Ph. D. Supervisor of the University appointed by the Vice- Chancellor. The evaluation will be done independently by each one of the examiners and the average of the marks will be struck. The minimum pass marks for dissertation will be 50%.

18. There will be a comprehensive viva-voce examination of each candidate conducted by a Board of Examiners consisting of the Head of the Department and the Supervisor of the candidate. The viva-voce shall cover the entire courses including dissertation. It shall carry 100 marks and its minimum pass marks will be 50%.

19. In case any candidate fails to secure the minimum pass marks in any course or dissertation shall be required to repeat the course and re-submit the dissertation within six months.

20. The candidate who secures atleast 50% marks in each course (core, elective, dissertation and viva-voce) and also clears the seminar will be awarded a Certificate that he has obtained the degree of M. Phil. The certificate will not indicate any division or marks obtained by him.

21. The candidates enrolled for M. Phil. Degree shall pay the same fees including examination fees as prescribed by the University for Ph.D. Candidates. The fee shall by payable annually at the time to admission irrespective of the period for which he has worked in a year. If he continues to work beyond one year, he shall be required to pay fees for two years.

22. The teachers of the University and its affiliated colleges enrolled for M. Phil. Shall be exempted from paying the tuition fees but they shall be required to pay the examination and other fees.

23. Any matter which is not covered under the provision of the above Ordinances shall be referred to the Vice-Chancellor and his decision shall be final.

EXAMINATION AND TEACHING SCHEME

Subject	Periods Per week	Exam. Hours	Max. Marks	Min. Pass Marks
Core Course I	4	3	100	50
Core Course II	4	3	100	50
Elective Paper	4	3	100	50
Audit Course	4	-	-	-
Seminar	-	-	-	-
Dissertation	2	-	100	50
Comprehensive Viva-voce	-	-	100	50
Total	18	-	500	250

1. In audit course (non-credit course) there will be no examination, but the candidate will have to fulfil the requirement of attendance.
2. In Seminar the only grade is pass or fail. In case the candidate fails he will be required to give another seminar to pass it.

Core Course I**RESEARCH METHODOLOGY**

Research : Meaning types, fundamental, applied Approaches : historical, discipline, experimental, exploratory-Methodology

Scientific Study : Meaning, types, natural, social methods : induction, deduction, Analysis and Synthesis, observation, abstraction

Research Design : Identification of problem-setting of objectives, Hypothesis, Census, Sample, Case study, Content analysis

Sampling : Different types, Determination of Sample size, Selection of sample

Data collection and processing. Primary and Secondary-observation method, Questionnaires and interviews

Analysis Techniques : Chi-square test and tests of Significance, analysis of variance

Presentation of Results of Enquiry : Report writing, conclusions, use of graphs, charts and other techniques

BOOKS RECOMMENDED

Moser & Kalton : Survey Methods in Social Investigation (ELBS)

Kothari, C.R. : Research Methodology, Methods and Techniques, Wiley, Eastern Ltd., New Delhi

Sharma, B.A.V. et al. : Research Methods in Social Sciences, Sterling, New Delhi

Wilkinson & Bhandarkar : Methodology and Technique of Social Science, Himalaya, Bombay

Sidhu, K.S. : Methodology of Research in Education, Sterling, New Delhi

Frankin and Osborne : Research Methods : Issues and Insights, California, 1971

Campbell, W.G. : Form and Style in Thesis Writing, Houghton Co., Botson

Bedekar, V.H. : How to Write Assignments, Research Papers, Dissertations and Thesis, Kanak Publications, New Delhi, 1982

Core Course II

PHILOSOPHICAL FOUNDATIONS OF MANAGEMENT

Management and manager ; Management: a practice, not a science; The roots and history of management; Management thought and Management theories; Why theories; The Classical School: Scientific Management approach and Administrative Management approach. The Behavioural School: Early Contributors; The Hawthorne Experiments. The Management Science School. Modern Approaches: Systems Approach, and Contingency approach. The Neo-human relations approach. Comparative Management. Contributions of select thinkers : Harold J. Leavitt; Eric Berne; Herbert A Simon; Warren G. Bennis; Peter F. Drucker; Chris Argyris; Henry Mintzberg; Tom Peters; Gary Hamel and C.K. Prahlad; Indian Ethos and Modern Management.

SUGGESTED READINGS

Peter F. Drucker. Management : Tasks, Responsibilities and Practice Harper and Row, New York

C.S. George : The History of Management thought, Prentice Hall, New Delhi

R.N. Singh : Management Thought and Thinkers, Sultan Chand and Sons, New Delhi.

James Stoner and R.E. Freeman : Management, Prentice Hall New Delhi.

Elective Course 'A'

MARKETING MANAGEMENT

Different Approaches to Marketing and the Concept of Marketing
Strategic Planning and Marketing Management Process
The Marketing Environment
Consumer Behaviour
Marketing Information System
Market Segmentation Targeting and Positioning
Marketing Strategies in different stages of the Product Life Cycle
Service Marketing by the Indian Public Sector and Quality of Life
Consumer Protection in India (Excluding laws)
Marketing Control

BOOKS RECOMMENDED

Acderson, W. & R. Gox : Theory in Marketing

Ramaswamy, Nama Kumari : Marketing Management in Indian Environment

Mayer, R. : Macro Marketing : A Social Perspective

Brit, S.H. : Consumer Behaviour and the Behaviour Science

Alexander, R.S. & T.A. : Dynamic Management in Marketing

Williams, Kaitric : Behaviour Aspects of Marketing

First, George : Marketing Systems

Schiwartz G. : Science in Marketing

Kotler Phillip : Marketing Management Analysis, Planning and Control

Stanton, W.J. : Fundamentals of Marketing

Johnson, L.K. : Sales and Marketing Management

Neelamegham, S. (ed.) : Marketing Management and the Indian Economy

Phelps, D.M. & Westin, J.H. : Marketing Management

Ghandi, J.C. : Marketing : A Management Approach

Staud, T.A. & Taylor, D.A. : A Managerial Approach of Marketing

Elective Course 'B'

INDUSTRIAL RELATIONS AND PERSONNEL MANAGEMENT

Industrial Relations : Concept, Scope, Evaluation of Industrial Relations
Changing Patterns of Industrial Relations

Anatomy of Industrial Conflicts, why Industrial peace, Methods of achieving industrial peace

The State and Industrial Relations Policy-Collective Bargaining and Practices in Indian Organisations

Industrial Democracy : Concept, Scope, Forms of Industrial Democracy, Experience of U.K., Yugoslavia, West Germany and Japan in the realm of Industrial democracy.

Trade Unionism : Theories, Trade Unionism in a developing economy : concept. Structure and leadership, Multi-Unionism

Personnel Management : Conceptual framework

Management of Human Resources

Personnel Policies and Practices in Indian Organisations

Personnel Audit and Personnel Research

BOOKS RECOMMENDED

Agrwal, R.D. : Dynamics of Labour Relations in India

Agnithotry, V., : Industrial Relations in India

Beasy, M. : Industrial Relations in a Changing World

Blumberg Paul : Industrial Democracy : The Sociology of Participation

Gadgil, D.R. : Industrial Relations in India

Ghosh, P. & Nath Santosh : Labour Relations in India

Johri C.K. : Issues in Indian Labour Policy

Kumar, C.B. : Development of Industrial Relations in India

Michael, V. P. : Industrial Relations in India and Workers, Involvement in Management

National Commission on Labour Report

Seth, N.R. & C.P. Thakur : Industrial Democracy : Some Issues and Experience

Verma, P. : Management of Industrial Relations

Yoder Dale and Heneman : About Economics and Industrial and Industrial Relations.

Phillip Edwin, B. : Principal of Personal Management

Yoder Dale : Personnel Management and Industrial Relations

Pigours and Mayers : Personnel Administration

Pigours, Mayers and Malm : Management of Human Resources

Kapoor, T. N. : Personnel Management in India

Chatterjee, N. R. : Management of Personnel in India

Elective Course 'C'

MANAGEMENT OF PUBLIC ENTERPRISES

Evolution of the Concept of Public Enterprises

Economic and Social rationable of public enterprises

The concept of joint sector, Industrial partnership

Basic Objectives- accelerated economic growth, social objectives

Specific Objectives-Resuscitate private enterprises

Controlling the commanding, Heights of the Economy, augmenting revenues to the State, exploitation of national resources.

An organisational profile of public enterprises in India. Role of Public enterprise in India's economic development Managerial decision making in public enterprise Public undertakings in India-A case study.

1. Indian Airlines Corporation
2. Hindustan Machine Tools.
3. Sate Trading Corporation.
4. National Thermal Power Corporation.
5. Tourism Development Corporation of India.

BOOKS RECOMMENDED

Arora, R.S.: Administration of Government Industrial, Indian Institute of Public Administration, New Delhi, 1969

Basu, P.K. : Public Enterprise : Public Performance and Professionalisation, Allied, New Delhi, 1982.

Hanson, A.H. : Public Enterprise and Economic Development, Routledge and Kegan Paul, London. 1960.

Laxmi Narain : Principle and Practice of Public Enterprises Management, S. Chand, New Delhi, 1980.

On Prakash : Theory and Working of State Corporations, Orient Longman, New Delhi, 1971.

Centre for Public Sector Studies : Profitability, Accountability and Social Responsibility of Public Enterprise, New Delhi, 1980

AUDIT COURSE
PARTICIPATIVE MANAGEMENT

Concept, Scope, Forms of Participation, Levels of Participation, Experience of U. K., Yugoslavia, West Germany. Japan and Great Britain

Participative Management in India-Philosophy, Growth and Development-A detailed study

BOOKS RECOMMENDED

Johri, C.K. : Issues in Indian Labour Policy

Seth, N. R. & Thakur, P.C. : Industrial Democracy-Some Issues and Experiences

Michael, V. P. : Industrial Relations and Worker's Involvement in Management

Report of National Commission on Labour

Blumberg Paul : Industrial Democracy-The Sociology of Participation

Zivam Tanic : Workers' Participation in Management

Journal of Industrial Relations

Bhagoliwal, T. N. : Personnel Management and Industrial Relations

Sharma, D. C. : Personnel Management

