

Syllabus for M.Phil

PAPER-I : RESEARCH METHODOLOGY -THEORY

UNIT-I

Research: Meaning ó Purpose- Types of research-significance of research in social and business sciences.

UNIT-II

Steps in Research: Identification, selection and formulation of research problem- Research questions-Research design- Formulation of hypothesis- Review of literature.

UNIT-III

Sampling Technique: Sampling theory-Types of sampling-Steps in sampling- Sampling and Non-sampling error-Sample size óAdvantages and limitations of sampling.

UNIT-IV

Data for Research: Primary data-Meaning-Collection methods-Observation ó Interview-Questionnaire-Schedule-Pretest-Pilot study óExperimental and case studies- Secondary data- Meaning ó Relevance, limitations and cautions.

UNIT-V

Processing Data: Cchecking- Editing-Coding- transcriptions and Tabulation- Data analysis- Meaning and methods- Quantitative and Qualitative analysis.

UNIT-VI

Structuring the Report: Chapter format- Pagination- Identification- Using quotations- Presenting footnotes ó abbreviations- Presentation of tables and figures- Referencing- Documentation-Use and format of appendices- Indexing.

UNIT-VII

Research Report: Types of reports-Contents-Styles of reporting- Steps in drafting reports-Editing the final draft-Evaluating the final draft.

BOOKS FOR REFERENCE:

1. Young Pauline V, Scientific Social Surveys and research.
2. Goode & Hat, Methods of social Research.
3. Rummel & Ballalne, Research Methodology in Business.
4. Selltiz et-al, Research Methods in Social relation.
5. Emory William C, Business Research Methods.

PAPER II: RESEARCH FOR BUSINESS DECISIONS

Unit I

Business Decisions: Concepts and process _ Research as a decision support system- Component business research dimensions- environmental research- Research on functional areas- Institutions research in the context of liberalization, privatization and globalization.

Unit II

Research and Marketing Decisions : New product development research- Research on brand equity and preferences- Research on pricing strategies-Research on distribution channels-Research on media effectiveness ó Research on consumer behavior ó Research on market segmentation ó Research on export marketing information system.

Unit III

Research for personnel Decisions: Research on effectiveness of different sources of recruitment and training ó Research on leadership: Traits, style and effectiveness- Research on employee motivation, absenteeism, job satisfaction, welfare measures, quality of work life and participation in management-Research on personnel information system.

Unit IV

Research for Organisational Decisions: Research on organizational issue, like climate, culture, creativity, change development and excellence.

Unit V

Research for Capital Market Decisions: Research for primary market ó Trend and determinants ó Research on secondary market: Trends, volatility and determinants- Research on performance of mutual funds- Research on investor behavior and protection- Research on global capital market instruments and institutions- Research on capital market information system.

Unit VI

Research for Financial Decisions: Research on cost of capital and capital structure- Research on risk-return-patterns of projects ó Research on working capital management ó Research on credit management ó Research on financial information system.

Unit VII

Research on Business Strategies: Strategic alliances and divorces ó Mergers and acquisitions ó Disinvestment ó Reorganisations ó Reengineering ó Corporate governance ó Ethics- Social responsibility.

BOOKS RECOMMENDED

1. Fundamentals of Marketing : William Stanton
2. Marketing Manangement : Philip Kolter
3. Personnel Management : Edwin & Flippo
4. Industrial Relations : Sharma A. M.
5. Financial Management : Pandey L.M.
6. Financial Management Analysis : Kuchar, S C
7. International finance : Apte, P G
8. Organisational Behavior : fred Luthans
9. Strategic Management : Shiv Ramu
10. Financial Management : Prasanna Chandra

