UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.Phil. in Business Administration

(Semester I & II)

Examination – 2019-2020

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
Ph.D. Course Work

Paper I: Research Methodology
Paper II: Project Work
Paper III: Marketing Management
Paper IV: Human Resource Management
Ph.D. Course Work

PAPER-I

RESEARCH METHODOLOGY

Unit-I

Meaning of Research, Objectives of Research, Importance of Research, Types of Research

Unit-II


Unit-III

Research Design, Sample Designing, Features of Good Research Design, Questionnaire Designing.

Unit-IV

Data Collection, Types of Data, Methods of data collection and techniques. Tabulation, Analysis and Interpretation of data, Statistical tools and techniques.

Unit-V


Books Recommended


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Department of Business Administration

Syllabus of Paper - II

For MPAT-

Unit-I

Schools of Management Thought
Managerial process
Universality of Management
Management by objective
Power and Value system
Leadership, Motivation
Japanese Management, TQM, BPR

Unit-II

Globalization and Liberalization
Socio-Cultural Environment of Business
Legal environment of Business
Corporate Social Responsibility
Industrial Policy
Import and Export Policy
Business Ethics
Public enterprises and SMEs in India

Unit-III

Marketing Concept
Product Planning
Marketing and advertising research
Channels of distribution
Pricing Strategy
Sales forecast and sales Quota

Sales Promotion
Control of marketing operations
Service Marketing-Banking & Insurance
Consumer Behavior
International Marketing
Unit-IV

Organization and Functions of HRM
Procuring Human Resource
Job analysis, Job Enrichment
Human Resource Development
Performance & Potential appraisal
Career & Succession Planning
Compensation
Industrial Psychology
Industrial Relations
Participative Management
Collective Bargaining in Management
Grievances and Discipline
Morale

Unit-V

Finance Functions
Capital Structure
Capital Budgeting
Investment Decisions
Cost of Capital
Working Capital Management
Break-Even Analysis
Leverages
Cash Flow and Fund Flow Analysis
Ratio Analysis

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Unit-I

Evolution of marketing concept, Marketing Mix, Marketing as Philosophy, Functions, Marketing environment-Macro and Micro factors.

Unit-II


Unit-III

Consumer Behavior and Various Factors influencing consumer Behavior, Models of Consumer Behavior, Market Segmentation.

Unit-IV

Integrated Marketing Communication, Models of Marketing Communication, Promotion Mix-Advertising, Personal Selling, Sales Promotion, Advertising Ethics.

Unit-V

Marketing Mix, Rural Marketing, Retail Marketing, Service Marketing, Marketing Ethics and Green Marketing.

Focus has to be on research in respect of above topics.
Books Recommended

1.

2. Canfield B.R. Sales Administration - Principles and Problems Davar
R.S.: Modern Marketing Management in the Indian Economy.

3. Neelamegham. S. (Ed) Marketing Management and The Indian
Economy.

Marketing Management.

5. Stanton W.J.: Fundamentals of Marketing
UNIT-I

HRM Concept, HRM Environment in India, Changing Role of HR, Maintenance.

UNIT-II


UNIT-III

Training and Development, Training need analysis, Training methods, Training budget, Training infrastructure facilities, Effectiveness of training, Training Evaluation.

UNIT-IV

Performance and potential, appraisal, Career advancement and succession planning, Employees' counseling & feedback, Leadership and Motivation.

UNIT-V

Compensation Management, Participative management, Quality of Work Life, Quality circles, Knowledge management, Human Resource information systems, stress management.

Book Recommended:

1. Flippo : Principles of Personnel Management
2. Ghosh : Personnel Administration in India
3. Tripathi : Personnel Management in India
4. Mamoria, Dashora : Personnel Management
5. Sharma, Sharma, Surana : Personnel Management
6. Mehrotra : Labour Problems in India

Note: Focus should be and research areas of HRM.
SECOND SEMESTER
(Only for M.Phil.)

Paper I  :  Marketing Management
Paper II  :  Human Resource Management
Paper III :  Organisational Behaviour
Paper IV :  Dissertation and Viva Voce
PAPER I

Marketing Management

Unit - I
Market Measurement and Sales forecasting, Strategic Marketing Planning, Marketing Program.

Unit - II
Concept of Marketing strategy, Comparative Marketing Strategies, Designing Marketing Strategies.

Unit-III
Marketing of Services, Marketing in Non-Profit Institutions, Effective Sales Aids, Management Approach to Channels of Distribution.

Unit-IV
Rural Marketing, Agricultural Marketing and co-operative Marketing

Unit - V
Tools and Procedure of Marketing control and evaluation, Marketing Audit, New forms of Marketing.

Books Recommended :

1. R.K.Kothari, Anil Mehta, A.K.Sharma, Marketing Management (RBD Jaipur)
2. Canfield B.R., Sales Administration : Principles and Problems
3. Davar R.S. : Modern Marketing Management in the Indian Economy
5. Phelps D.M. and Westing J.D., Marketing Management
6. Philip Kotler : Marketing Management
7. Stanton W.J. : Fundamentals of Marketing

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PAPER II

Human Resource Management

Unit - I
Motivation, Morale, Leadership, Collective Bargaining, Discipline and Grievances handling.

Unit - II
Communication, Human and organizational conflicts, Management of Change and conflicts.

Unit - III
Industrial Psychology, Psychological determinants of efficiency, Motion, time, Fatigue Study.

Unit - IV
Human Resource Accounting, approaches, accounting models, limitations, Human Resource audit.

Unit - V

Books Recommended:

1. Flippo : Principles of Personnel Management
2. Ghosh : Personnel Administration in India
3. Tripathi : Personnel Management in India
4. Mamoria, Dashora : Personnel Management
5. Sharma, Sharma, Surana : Personnel Management
6. Mehrotra : Labour Problems in India
PAPER III

ORGANISATIONAL BEHAVIOUR

Unit-I

Unit-II
Individual Difference, Perceptions, Values and Attitudes, Personality and Group Dynamics.

Unit-III
Organisation and Interpersonal Relations, Stress Management, Job Satisfaction.

Unit IV
Organisational Culture, Power and Politics Management of Change, Ethics and Ethos.

Unit V
Knowledge Management and Organisational Effectiveness, Emotional Intelligence.

Books Recommended:
1. Robbins : Organizational Behaviour
2. Freud Luthins : Organizational Behaviour
4. Edgar H. Schein : Organizational Psychology
5. Durrin Andrew J. : Fundamentals of Organizational Behaviour
6. Dwivedi R.S. : Human Relation and Organizational Behaviour
**PAPER IV**

**Dissertation and Viva Voce**

**Dissertation : 50 Marks**

(To be evaluated by two external examiners appointed by the examir committee)

**Viva Voce : 50 Marks**

(To be conducted by the External Examiner appointed by the examir committee in the presence of supervisor and Head of the Department. The vooce will be based on dissertation only.)

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*[Signature]*

**Dy. Registrar**

*(Academic)*

*University of Rajasthan*

*Jaipur 580003*