

INSTITUTE OF MANAGEMENT IN KERALA
SCHOOL OF BUSINESS MANAGEMENT AND LEGAL STUDIES
UNIVERSITY OF KERALA



M.PHIL PROGRAMME IN MANAGEMENT

SYLLABUS

(Under Credit and Semester System with effect from 2016 admissions)

INSTITUTE OF MANAGEMENT IN KERALA
SCHOOL OF BUSINESS MANAGEMENT AND LEGAL STUDIES
M.PHIL PROGRAMME IN MANAGEMENT

PROGRAMME OBJECTIVES:

This programme will give a clear understanding of the research process and design to be undertaken by the scholar

This programme will cover the basics of research methodology, nuances of the same and also the need to learn the various management schools.

This programme will equip the students to pursue research projects and programmes using statistical techniques and foster command over research

STRUCTURE OF THE PROGRAMME:

Semester No.	Course Code	Name of the Course	Number of credits
I	MGT-711	RESEARCH METHODOLOGY-I	4
	MGT-712	RESEARCH METHODOLOGY-II	4
	MGT-713	HISTORY OF MANAGEMENT THOUGHT	4
II	MGT-721	DISSERTATION	20
TOTAL CREDITS			32

SEMESTER : I
COURSE CODE : MGT-711
COURSE TITLE : RESEARCH METHODOLOGY-I
CREDITS : 4

Aim: To provide the basic awareness on the process of research with statistical angle so that the students are introduced to the subject at large.

Course Objectives: The course is designed with a view to acquaint the students with the various types of research tools employed for the research purpose.

Module I: The role of research; Definition, Validity in Research features of the research process.

Module II: Strategy of Research; Historical Research, Descriptive Research, Experimental Research.

Module III: Steps in the Research Process; Identifying a problem, Evaluating a problem, Identifying and labeling variables, Constructing operations definitions, Formulating hypothesis, Constructing a Research Design, Identifying and constructing tools for collection of data, Specification of tools for statistically analysis and writing a research report.

Module IV: Collection of Data; Questionnaire and Interview Schedule specifying the variables to be measured, choosing the question format, choosing the response mode, preparing interview items, preparing questionnaire items, Pilot testing and evaluating a questionnaire.

Module V: Research Report; The research proposal, the introduction, the review of literature, the methodology, the analysis and interpretation of data, the summary and conclusion and the bibliography.

References:

- Berg and Berg, Qualitative Research Methods for Social Sciences, 6th Edition, Pearson, 2007
- K S Sidhu, Methodology of Research in Education, Sterling, 2009
- John Creswell, Research Design, Sage, University of Michigan, 2017.
- Arlene Fink, Practicing Research, Sage, University of California, 2007.

SEMESTER : I
COURSE CODE : MGT-712
COURSE TITLE : RESEARCH METHODOLOGY-II
CREDITS : 4

Aim: To inculcate the analysis flavor among the students and the basis of the analysis, methods of analysis and understanding the various tests.

Course objectives: The course is designed with a view to acquaint the students with the various types of advanced research tools employed for the research purpose.

Module I: Basic Approaches to probability; Classical, empirical, subjective, axiomatic – Conditional probability – Dependent and Independent Events - Multiplication rule – Theorem of total probability – Bayes’ theorem. Concept of random variable – Mathematical expectation – probability distributions; binomial, Poisson, normal.

Module II: Concept of sampling – Sampling methods – probability methods; simple random sampling, Stratified sampling, Cluster Sampling, Systematic sampling – Non-probability methods; Convenience sampling, Judgment sampling, Quota sampling.
Sampling distributions; Sampling distributions of the mean, Sampling distribution of the proportions - Central limit theorem

Module III: Testing of hypotheses; steps – one tailed and two tailed tests – type I and type II errors – Power of the test- Tests concerning a single mean (large and small sample tests) tests concerning two means (difference of means test) – Paired ‘t’ test – tests concerning several means (ANOVA – one – way and two way classification).

Module IV: Tests concerning single proportion – Tests concerning two proportions (difference of proportions test) – Tests concerning several proportions (Chi-square test of proportions) – Chi-square goodness – of – fit test – Chi-square test of independence- 8. Estimation; Point and interval estimates – estimating the mean – Estimating the difference between two mean – Estimating a proportion – Estimating the difference between two proportions.

Module V: Non-parametric tests; Sign test, Mann – Whitney U test, Kruskal Wallis test, Runs test, Rank Correlation co efficient, 5olmogorov Smirnov test- Regression and correlation – Linear regression – prediction multiple regression – linear correlation – multiple and partial correlation.

REFERENCES:

Richard I Levin and David S.Rubin; Statistics for Management, Pearson, 2008.

Ronald E.Walpole; Introduction to Statistics, MacMillan,USA, 1982

Robert Sandy; Statistics for Business and Economics,McGraw Hill, USA, 1989.

CR Kothari, Gaurav Garg, Research methodology: methods and Techniques, New Age,2014.

SEMESTER	:	I
COURSE CODE	:	MGT-713
COURSE TITLE	:	HISTORY OF MANAGEMENT THOUGHT
CREDITS	:	4

Aim: This course is intended to provide insights into the history of management, the various thought philosophers and also the various schools of thought through to the modern management era.

Objective: This paper will introduce to the students the setting in which the management theory first developed and the progress of various schools of thought in disseminating management as a subject.

Module I: Mass Production – Early thinking about management – Machiavelli and Sun Tzu-Need for studying management theory – Evolution of Management Theory.

Module II: Scientific Management School; Frederic W Taylor, Henry L Gantt and Frank and Lillian Gilbreth – Contributions – Limitations.

Module III: Classical Organization Theory School; Henry Fayol – Fayol’s 14 Principles of Management – Max Weber and Theory of bureaucratic management – Mary Parker Follet – Chester Bernard – Factory and Efficiency.

Module IV: Behavioural School; The Human Relations Movement – The Hawthorne Experiments – Abraham Masslow and Douglas McGregor – Application in Business – Daniel Bell – Theory.

Module V: The Management Science School – Development of High Speed Computers and of Communications – Robert McNamara and Ford Motor Company – Recent Developments – Systems Thinking in Management - Contingency Approach – Total Quality Management and Continuous Improvement – Ethics and Corporate Social Responsibility – Changing with times and future perspectives in management thought.

References:

- George, Emerging School of Thought; A Classification of Managerial Concepts, FAO, Washigton,1972.
- Argyris.C, Teaching Smart People how to learn. Harvard Business Review, Harvard, 69 (3), 99 – 109, 1991.
- Semler.R, 1989. Managing without Managers, Harvard Business Review, Harvard, 67 (5), 76-84.
- Urwick.L, and Breack.E, F.L. , The making of scientific management, Pitman, London, 1965
- Morgan Witzel, History of Management Thought, Second edition,Routledge, 2011.

SEMESTER : **II**
COURSE CODE : **MGT-721**
COURSE TITLE : **DISSERTATION**
CREDITS : **20**

Aim: To undertake real life projects with practical exposure so that a clear understanding of the research process is understood.

Course objectives: The course is designed with a view to acquaint the students with the practical exposure to the real management problems. Students will undertake a thesis work at a designated organization/ institutions/ self-study wherein they will be attached to a research supervisor who is a recognized guide of Management at University of Kerala. A professor will guide 3 candidates, Associate Professor will guide 2 candidates and Assistant Professor will guide 1 candidate.