

**MAHATMA GANDHI UNIVERSITY**  
**Ph.D. COURSE WORK IN MANAGEMENT STUDIES**  
**Course – II- MODERN TRENDS IN MANAGEMENT STUDIES**

**Module-I**

**General Management & IT** - Evolution of management and major schools of thought- Managerial Skills- Managerial functions; planning, organising, staffing, directing, controlling & coordinating - MBO, MBE & MBWA- Emerging Trends and Issues in Management- Business Ethics & Corporate Governance -Entrepreneurship Development- ERP - Data base Management- Planning and implementing IT Strategies - Business Intelligence - E-CRM - Management Information System- Data Mining & Warehousing

**Module -II**

**Finance Management:** Indian financial System - Time value of money and its relevance. Working Capital Management, Working Capital Finance in India –Money Market – Banks & Financial Institutions – Management of Long-term Capital - Methods of project appraisal - Cost of Capital and Capital Structure, theories of capital structure, M.M hypothesis on capital structure - Issues in Financial Management, Overview of dividend policy, contemporary issues in financial management, Dividend policy (Walter Gordon and MM approach)- Emerging Trends and Issues in Marketing Financial Derivatives & Risk Management - Tax Management- Management of Financial Services

**Module III**

**O.B & Human Resource Management:** OB Models - Individual Behaviour; Personality, Perception, Attribution, Learning, Beliefs, Values and Attitudes, Motivation, Leadership- Group dynamics; Team building - Organisational Culture & Climate – Change Management – Stress – Conflict- Human Resource Management - Human Resource Planning; Demand and Supply Forecasting; Job Analysis- Job Description, Job Specification, Job evaluation - Recruitment and Selection, Placement and Induction – HRD; Training and Development – Performance Appraisal – Reward Management – Transfer & Punishment - HRIS – Human Resource Accounting – Human Resource Strategic Management- Industrial Relations; Collective Bargaining, Dispute Settlement Machinery - Participative Management

**Module IV**

**Marketing Management:** Marketing Philosophies- Marketing Management Process- Marketing Mix – Marketing Environment- Consumer Markets and Business Markets -Consumer and Organization (Business) Buyer Behavior, Buying Models – COPA- Strategic Marketing - Marketing Research - Market Segmentation, Targeting, Differentiation and Positioning- Service Marketing- Promotion Mix- Sales Management-Brand Management- Mega Marketing-Emerging Trends and Issues in Marketing

**Module-V**

**Operations Management:** Manufacturing and non manufacturing operations – Forecasting methods —Location selection – Types of manufacturing systems and lay out – Facility layouts – Layouts by products and process – Life balancing –Capacity planning models, estimation of capacity requirements – Application of CVP analysis – Time and Method study; work environment, industrial safety, value analysis- Managing purchases, process – Managing

inventory –Stores and warehouse management – Classification of inventory – MRP I and MRP II-Types of maintenance – Concept of Quality; Quality circles, JIT, TQM, ISO system, Kanban & Kaizen - Six Sigma – Statistical Quality Control – Principles of Metrology-Logistic Management -Ergonomics

### **Reference & Text Books**

#### **I.General Management & IT**

1. Principles of Management-George R. Terry and Stephen G. Franklin- All India Book Seller, New Delhi.
2. Principles of Management-P C Tripathi, P N Reddy- Tata Mc Graw Hill Education Private Limited, New Delhi, 2010.
- 3.Management : A global and entrepreneurial perspective, Heinz Wehrich, Mark Cannice, Harold Koontz, Tata McGraw Hill
4. Principles and Practice of Management – L.M.Prasad, Sultanchand & Sons
5. The Practice of Management, Peter Drucker Hillier Publications.
6. Essentials of Management: Joseph .L. Massie
7. Management and Organization : Louis Allen
8. Essentials of Management: Joseph .L. Massie
9. O’Brion James, Management Information Systems, Tata McGraw Hill Publisher
10. Novathe and Elmasri, Addison Wesley, *Fundamentals of Database Systems*, Tata McGraw Hill, New Delhi.
- 11.. Ullmann, Jeffry D,Galgotia , *Principles of Database Systems*, New Delhi 1990.
- 12.Gary P. Schneider, *Ecommerce-Strategy, Technology and Implementation*, Cengage Learning, India Edition. 89 .
13. Bharat Bhasker , *Electronic Commerce–Framework, Technologies and Applications*, 3rd . Edition. Tata McGraw, Hill,
14. Efraim Turban, Tae Lee, David King & H , Micheal Chung, *Electronic Commerce–A Managerial Perspective*, Pearson Education Asia.

#### **II.Finance Management**

1. Financial Management, IM Pandey, Vikas Publishing House, New Delhi
2. Financial Management: Theory and Practice, Chandra Prasanna, Tata McGraw I, New Delhi.
3. Financial Management – Text and Problems, . Khan YM and Jain PK, Tata McGraw Hill Publishing Company Ltd, New Delhi.
4. Financial Management and Policy, Van Horn James C, Prentice Hall of India, New Delhi.

#### **III. O.B & Human Resource Management**

1. Stephen P. Robbins, Organisational Behaviour, PHI
2. Fred Luthans , Organisational Behaviour, Mc Graw Hill Co
3. Gary Desler ,Human Resource Management ,PHI
4. Gary Dessler & Biju Varkkey, "Human Resource Management", 12<sup>th</sup> Ed, Pearson, 2011.
5. V S P Rao, Human Resource Management, Excel Books
6. L M Prasad, Human Resource Management, Sultan Chand and sons

#### **IV. Marketing Management**

1. Kotler Philip & Keller Kevin, “Marketing Management”, 14<sup>th</sup> Edition, Pearson Education, 2012
2. Kotler Philip, Keller Kevin, Koshy Abraham & Jha Mithileshwar “Marketing Management – A South Asian Perspective”, 13<sup>th</sup> Edition, Pearson Education, 2007
3. Ramaswamy V.S & Namakumari. S “Marketing Management – Global Perspective, Indian Context”, 4<sup>th</sup> Edition, MacMillan, 2009
4. MCzinkota Micheal. R & Ronkainen Ilkka. R “International Marketing”, 10<sup>th</sup> Edition, Cengage Learning, 2012
5. Marketing Management, Etzel, M., Walker, B., Stanton, W. and Pandit

#### **V. Operations Management**

1. Operations Management, Dilworth James B., McGraw Hill
2. Production and Operations Management, Adams Evertie E. & Ebert Ronald J., Prentice Hall of India
3. Modern Production/ Operations Management, Buffa Elwood S. and Saria Rakesh, John Wiley and Sons

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