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# **SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES**

**BOARD OF STUDIES MEETING(BOS) & SYLLABUS**

**Department/Program-Management /PhD**

**2017-18 TO 2021-22**

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# Sri Satya Sai University of Technology and Medical Sciences

(Established under Govt. of M.P. Registered under UGC 2(F) 1956)

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## MINUTES OF BOARD OF STUDIES MEETING

Name of Department: - Management

Minutes of Board of Studies Committee Meeting, held on Dated on 12.04.2021

The Board of Studies Committee Meeting was held in the room of Department of Management at 11:00 AM. on 12.04.2021, Following members were present.

1. Dr.Rajesh Sharma	Professor	Chairman
2. Dr. G S Kushwaha, MANIT, Bhopal	Professor	External
3. Dr. Neha Jain, SAGAR College, Bhopal	Associate Professor	External
4. Dr. Indrajit Yadav	Associate Professor	Member

The chairman of Board of Studies Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental activities. The following Agenda points were discussed and resolved.

**Agenda:1** The revision of the syllabus Ph.D. course work.

### Discussion

Discussed by the members of the Board of Studies in which it is discussed that in the Ph.D. course work.

### Resolution:

No changes required syllabus for the academic session 2021-22 for the student admitted in session 2021-22. Minutes of the meeting may be placed before the academic council for approval.

The Chairman thanks the members for peaceful conduction of meeting.

**Signature of All members (Including Chairperson)**



Dr. Rajesh Sharma  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)

# SRI SATYA SAI

UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES  
SEHORE (MP)



## Research Methodology

Ph.D. Course Work (I) Syllabus



  
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## Research Methodology

### Unit I:- Research Foundation:

Evolution of scientific inquiry and Research, definition, characteristics , types and objectives of Research, importance of Research methodology in scientific Research. Selection and formulation of Research problem. Research design: meaning of Research design, features of good research design , inductive, deductive, and development of models.

Hypothesis: Different types and significance, development of working Hypothesis, Null Hypothesis.

### Unit II: - Review of Literature:

Meaning and Significance of review of literature, literature search procedure , sources of literature: primary and secondary sources, web source, critical literature review , Review Quality Instrument(RQI) .

### Unit-III:- Data Collection And Analysis:

**Data Collection** Sources of data – primary, secondary and tertiary Types of data- categorical, nominal and ordinal methods of data collection: observations, field investigations, Direct studies: reports, record, or experimental observations.

**Data analysis:** graphical representation, descriptive analysis, inferential analysis, correlation analysis and regression analysis. Measure of central tendency, measure of dispersion, measure of variation, Measure of central tendency vs measure of dispersion, normal distribution, measure of skewness and interpretation, purpose and use of chi-square test. Data analysis by using statistical software's: MATLAB, MINITAB and SPSS. Hypothesis Testing, generalization, interpretation and modeling.

### Unit IV - Scientific Writing And Ethics:

**Scientific Writing:** Structure and components of research paper and thesis writing. Different steps in the preparation: Layout, structure, language, illustrations, tables, citation styles and Bibliography.

**Ethics:** Ethical issue, Ethical committees, commercialization, copy right , royalty, intellectual property, rights and patent laws, plagiarism, citation, acknowledgement, Reproducibility and accountability



**Unit-V:- Computer Applications and Statistics:**

**Computer Applications** Application of computer in research, M.S. Office and its applications. Internet and its applications: E-mail, www, Web browsing, acquiring technical skills, drawing inferences from data.

**Statistics** Introduction to Statistics - Probability Theories - Conditional Probability, Poisson distribution, Binomial Distribution and Properties of Normal Distributions, Estimates of Mean, mode, median and Proportions.

**References:**

1. Kothari, C.R.(2008). Research Methodology: Methods and Techniques. Second Edition New Age International Publishers, New Delhi.
2. Sinha, S.C. and Dhiman, A.,2002. Research Methodology, Ess Ess Publications,2 volumes.
3. Gupta S.P. (2008). Statistical Methods. 37<sup>th</sup>ed. (Rev)Sultan Chand and Sons,New Delhi. 1470 p.
4. Leon & Leon (2202). Internet for everyone, Vikas Publishing House.
5. Wadchra, B.L.2000. Law relating to patents, trade marks, copyright designs and geographical indications, Universal Law Publishing.
6. Research Methodology Dr PM Bulakh,Dr P. S. Patki and DrAS Chodhary 20100Published by Expert Trading Corporation Dahisar West, Mumbai 400068
7. Statistical method for Research works by fisher R.A. Cosmo publication, New Delhi ISBN : 81-307-0128-6
8. Design and analysis of experiments by montgomery D.C., john wiley ,ISBN: 0471260088
9. MINITAB online manual
10. Methodology of Research in Social Science by O.R. Krishnaswamy and Rangnatham, Himalaya Publication Hore, ISBN: 8184880936
11. SPSS online manual.

  
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**SRI SATYA SAI UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES**  
**Ph.D. COURSE WORK**

**Course – II- MANAGEMENT STUDIES**

**Unit- I**

**General Management & IT** - Evolution of management and major schools of thought-

Managerial Skills- Managerial functions; planning, organizing, 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

**Unit- 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

**Unit- III**

**O.B & Human Resource Management:** OB Models - Individual Behavior; Personality,

Perception, Attribution, Learning, Beliefs, Values and Attitudes, Motivation, Leadership- Group dynamics; Team  
building - Organizational 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

**Unit- 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



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## Unit- 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 – Line 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.



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### 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 so

### 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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**SRI SATYA SAI UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES**  
**Ph.D. COURSE WORK -II**

**MANAGEMENT STUDIES**

(Note- As per specialization student can choose only one syllabus for examination purpose)

**Human Resource Management**

Human Resource Planning, Recruitment & Selection, Employee training and Development, Mobility: Promotion, Demotion, Transfer and Separation Performance appraisal, Process and methods, MBO, Reward, Incentives, Fringe benefits. Personality, Perception, Learning, Motivation, Leadership, Problem solving and decision making, Group dynamics, Conflict management. Grievance and grievance handling procedure, Collective bargaining.

**Reference & Text Books**

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 so

**Financial Management**

Basic concepts in Financial Statement. Techniques of Financial Analysis, Ratio Analysis., Investment Decision Capital budgeting principles & techniques. Methods of project appraisal Overview of dividend policy, Financing Decision, Leverages, Determinants of capital structure, Working capital Management, Structure Functioning of Capital & Money Market. Financial Services  
Emerging Trends and Issues in Marketing Financial Derivatives & Risk Management

**Reference & Text Books**

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.

**Marketing Management**

Marketing Management Philosophies, Consumer Markets and buyer behavior, Industrial Markets and buy behavior, Market Segmentation targeting strategies, Marketing Mix strategies, Marketing Audit, Branding, Rural Marketing.

Marketing Environment- Consumer Markets and Business Markets -Consumer and Organization (Business) Targeting, Differentiation and Positioning- Service Marketing- Promotion Mix- Sales Management- Measurement Marketing-Emerging Trends and Issues in Marketing



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### Reference & Text Books

1. Kotler Philip & Keller Kevin, "Marketing Management", 14th Edition, Pearson Education, 2012
2. Kotler Philip, Keller Kevin, Koshy Abraham & Jha Mithileshwar "Marketing Management – A South Asian 13th 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 th Edition, Cengage Learning, 2011
5. Marketing Management, Etzel, M., Walker, B., Stanton, W. and Pandit

### Operations Management:

Design of products and services; Facility location, Manufacturing systems and Facility layout. Event Management  
Production planning and control Inventory Management and MRP. Quality Management: TQC & TQM,  
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

### Reference & Text Books

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.
3. Management : A global and entrepreneurial perspective, Heinz Wehrich, Mark Cannice, Harold Koontz, Ta McGraw Hill

  
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