

## DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

### Programme: Ph. D

#### Course Title: Advancements in Management

Course Category: Pre-PhD Course Work

Internal: 50 Marks

Course Code: HUT 710

Theory: 50 Marks

Credits: 3 (L-3)

Total: 100 Marks

Semester: Odd/Even

Time: 3 hrs

#### Note

- Unit I & Unit II will be compulsory and from the remaining six Units, the examinees can choose any two Units as per their field of specialization.
- The number of questions to be set will be six, at least one from each unit. The examinees will be required to attempt five questions in all selecting at least one from each unit. All questions shall carry equal marks.

#### Course Objectives

- To enable students to critically analyze many organizational situations, prescribe course of action necessary for problem solving and integrating the steps necessary for effective implementation.
- To enable students to identify research issues in their respective specialized area.

#### UNIT-I: CSR and Business Ethics

Corporate Social Responsibility. Ethics and Values in Business. Corporate Governance. Consumer Protection Act, 1986

#### UNIT-II: Strategic Perspectives in Management

Strategic Management: Concept, Levels of Strategy, Environmental Appraisal, Strategy Formulation and Strategy Implementation.

#### UNIT-III: Review of Accounting Theory

Meaning, Nature and Approaches to the Development of Accounting Theory. Accounting Standards in India: Need and Significance. Valuation of Assets and Liabilities. Financial Statement Analysis. Ratio Analysis.

#### UNIT-IV: Financial Management

Finance Function. Capital Structure and Leverage. Working Capital Management. Financial Markets. Mutual Funds. Venture Capital.

#### UNIT-V: Marketing Management

Origin & Development. Marketing Mix. Market Segmentation, Targeting and Positioning. E-Marketing. Green Marketing. Customer Relationship Marketing (CRM).

#### UNIT-VI: Consumer Behaviour

Concept, Scope and Significance. Consumer Buying Process. Determinants of Consumer Behaviour: Internal and External.

#### UNIT-VII: Human Resource Management (HRM)-I

Concept, Functions and Role of Human Resource Manager. Human Resource Planning. Performance Management. Emerging Issues and Challenges in HRM.

#### UNIT-VIII: Human Resource Management (HRM)-II

Organizational Culture. Organizational Commitment. Organizational Communication. Work Motivation. Working Environment.

## **Course Outcomes**

After the completion of this course students will be able to critically analyze many organizational situations, in the field of Human Resource Management, Financial Management and Marketing Management. Students will be able to indicate and explain various research issues in their respective specialization that they may work up to develop their Ph.D. proposal.

## **Suggested Readings**

1. Business Ethics-A.C. Fernando (Pearson)
2. Business Ethics An Indian Perspective-AC Fernando (Pearson)
3. Business Environment – Francis Cherunilam (Himalaya Publishing House)
4. Corporate Governance Principles, Mechanisms & Practice, Swami (Dr) Parthasarathy (Biztantra, New Delhi)
5. Business Policy and Strategic Management- Jauch& Glueck (Tata McGraw Hill)
6. Strategic Management-Concepts and cases- Thompson LA. And Stickland (Tata McGraw Hill)
7. Strategic Management: Competitiveness & Globalization, Hitt, Ireland and Hoskisson (Thomson)
8. Business Policy and Strategic Management- Azhar Kazmi (Tata McGraw Hill)
9. Financial Management – I.M. Pandey ( Vikas Publishing House, New Delhi)
10. Financial Management: Theory & Practice--Prasanna Chandra (Tata McGraw Hill)
11. Financial Management—MY Khan & PK Jain (Tata McGraw Hill)
12. Financial Management---Sheeba Kapil (Pearson)
13. Essentials of Financial Management—James Van Horne (Prentice Hall)
14. Marketing Management—Philip Kotler (Pearson Education India)
15. Marketing Management—Rajan Saxena (Tata McGraw Hill)
16. Basic Marketing – Cundiff and Still ( PHI, India )
17. Marketing Management – S.A. Sherlekar (Himalaya Publishing House)
18. Consumer Behavior- Schiffman LG and LL Kanuk (Pearson Education)
19. Consumer Behavior- Blackwell, RD, PW Minard and JF Angel (Cenage Learning)
20. Handbook of Human Resource Management- Michael Armstrong (Kogan Page Limited)
21. Human Resource Management- Gary Dessler, Bijju Varkkey (Pearson)
22. Principles of Personnel Management – Edwin B. Flippo (Tata McGraw Hill )
23. Human Resource Management: Text and Cases—K Aswathappa (Tata McGraw Hill)
24. Organizational Behavior- Stephan P. Robbins, T.A. Judgeand Neharika Vohre (Pearson Education)
25. Understanding O.B.- Udai Pareek (Oxford Press)