

Pre-Ph.D. Syllabus in Business Management
Paper – I: Research Methodology for Management

(Under the faculty of Management - Applicable to the batches admitted on or after May 2009)

Unit – I:

Research: Concept; Need; Methods of research– Pure, Applied, Exploratory, Descriptive, Causal and Experimental designs;

Process: Defining the Research Problem, Review of Literature, Research Objectives and Hypotheses, Research Approach (Scope, Sample, Sources of Data, Tools and Techniques of Data Analysis and Interpretation), Data Collection, Data Analysis and Report Writing.

Sources and methods of gathering research data: Respondents, Simulation and Panels. Primary (Observation, Interview, Questionnaire and Survey) and Secondary data; Management information system and decision support system.

Unit – II:

Measurement and scaling: Concept of Measurement and Scaling – Types of Scales - Nominal, Ordinal, Interval and Ratio Scales - Reliability and validity.

Sample Design: Sampling and procedures, Random and Non-Random methods, Sample size determination, Sampling distribution, Standard Error and Central Limit Theorem.

Questionnaire: Design of a questionnaire. Data Editing, Coding, Cross-Tabulations and Descriptive Statistics.

Unit-III: (Including Numericals)

Hypothesis Testing: Statistical Estimation, Point and Interval Estimation. Hypothesis Testing, Types of Hypotheses and process of testing. Logical Methods of testing.

Parametric tests: Large Sample tests- Test for proportions, Test for means, Test for S.D.'s.; Small Sample Tests- Testing for means, paired t-test. Analysis of Variance. Chi-Square distribution:

Unit-IV: (Including Numericals)

Correlation: Types, Karl Pearson's and Spearman's Rank correlation, concept of multiple and partial Correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients, Multiple Linear Regression

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis.

Unit – V:

It is required to cover: The Objectives, Concept, Model, statistics associated in all the multivariate techniques.

Cluster analysis-Conducting Cluster analysis and determination of number of Cluster, applications.

Factor analysis-Conducting factor analysis and determination of factors, applications.

Discriminant (linear two group) analysis- Applications.

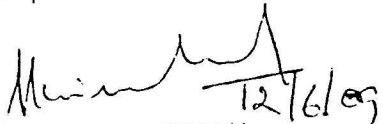
MDS- Determination of Number of dimensions, labeling the dimensions, Assumptions and limitations of MDS.

Conjoint analysis –Selection of the procedure and conducting analysis, Assumptions and limitations.

Research report: Importance of Research Report; Improving the efficiency of Report Writing; Research Report Components; Guidelines and Principles for Writing Report – Form and Format, Visuals and Style; Oral and written presentation; Harvard Business Referencing.

Suggested Readings:

1. Cooper R. Donald and Schindler S. Pamela, 2006, "Business Research Methods", 9th Edition, McGraw Hill.
2. Malhotra, K.Naresh, 2005, Marketing Research- An applied orientation, 4th Edition, Pearson education / Prentice Hall of India
3. Alvin C.Burns and Ronald F.Bush, 2007, Marketing Research, Pearson Education.
4. Levin R.I., Rubin S. David, 2000, Statistics for Management ,7th Edition, Pearson
5. Amir D. Aczel and Jayavel Sounderpandian, 2003, Complete Business Statistics, TMH.


12/6/09
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Marketing Management

1. Marketing- Basic Concepts, Marketing Mix, Marketing strategy, Segmentation, Market Targeting, Evaluating Segments, Differentiation, Positioning, Positioning Strategies, Demand Measurement, Sales Forecasting, Competitive Strategies.

2. Product decisions, Branding, Packaging, Product line, Product Mix Decisions, New Product development, Pricing, Distribution Channels, Channel Decisions, Promotion Mix- Advertising, Personal Selling, Public Relations, Sales Promotion.

3. Branding, Brand positioning, repositioning strategies and Brand Loyalty, Brand Equity, Brand management practices. Product Launching, Six guiding principles of product launching, Pre-testing, Test marketing, Marketing Mix allocations. Planning annual Budget and strategy. Organization for product Management

4. Role of personal selling in IMC programme. Personal selling process and approaches. Sales Promotion - objectives, consumer and trade oriented sales promotion. Developing and operating sales promotion for consumers & trade: Direct marketing, Role and functions of channels of distribution.

5. Service Marketing Mix. Strategies for dealing with intangibility, inventory, inconsistency and inseparability. Contemporary Dimensions of Consumer Behaviour. The concept of perception and its impact on Marketing Strategies. Culture, Sub-culture and Cross culture and Cross cultural marketing practices. Consumer decision making, Models of Consumer Behaviour.

Reference Books:

1. Philip Kotler, Gary Armstrong, Principles of Marketing, Pearson Education, 2010.

2. Shimp, Advertising and Promotion, Cengage Learning, 2007

3. Loudon and Della Bitta, Consumer Behaviour, TMH, 2004.

STRATEGIC MANAGEMENT

Course Objective: The purpose of this course is two fold: Firstly, to help the researcher develop an understanding of the formulation and implementation of strategy and secondly help researchers familiarize themselves with some contemporary concepts, thoughts and practices in the field of strategic management.

Unit 1

Meaning of strategy - levels of strategy – applicability of the principles of war in business – Importance of vision and mission – Internal and external analysis for strategy formulation – five forces model.

Unit 2

Core competence theory – Value chain analysis. Competitive advantage and sustainable advantage – Generic strategies – Strategies to combat low cost rivals.

Unit 3

Horizontal and vertical expansion strategies – Mergers and acquisitions - strategic alliances – Diversification strategy - Innovation strategy – Cooperative strategy and international strategy – Launching world class joint ventures -- Strategy for capturing well guarded markets and emerging economies – Corporate restructuring.

Unit 4

Strategy and industry life cycle – Matching strategy to industry and market – Strategy formulation and implementation in some industrial sectors in India – Aviation, Automobile, Hospitality, IT and Banking. Strategic leadership – Strategic entrepreneurship - Strategic change – Strategic control. Role of ethics.

Unit 5

The essence of strategic management contained in (a) Managing radical change (b) Blue Ocean Strategy (c) Good to Great and (d) How the mighty fall

Suggested reading

Hitt, Ireland and Hoskisson: Strategic Management, Thompson
Thompson, Strickland, Gamble and Jain: Crafting and executing strategy, Prentice Hall
Wheelan and Hunger, Strategic Management and Business Policy, PHI
Ghoshal, Bartlett and Piramal: Managing Radical Change, Penguin Books
Jim Collins: Good to Great, Harper Collins
Jim Collins: How the Mighty fall, Harper Collins, 2009
Chan Kim and Renee Mauborgne. Blue Ocean strategy, Harvard Business School Press. 2005

SYLLABUS FOR Pre-Ph. D

SUB: ORGANIZATIONAL BEHAVIOUR (OB) & Human Resource Management (HRM)

UNIT-I: FUNDAMENTALS OF OB, COMMUNICATION, MOTIVATION, AND REWARD SYSTEMS

Understanding OB—Definition, Goals, Forces, and Positive characteristics of OB field; Nature of People and organizations—OB Models—Limitations of OB—Social Systems and Organizational Culture—Communication fundamentals—A model of motivation—Motivational drives—Human needs—Interpreting motivation models.

UNIT-II: LEADERSHIP, EMPOWERMENT, INDIVIDUAL, INTERPERSONAL, and Group BEHAVIOUR

The nature of leadership: Traditional and emerging approaches to leadership—Nature of Empowerment and Participation: Programs for participation—Employee attitudes and their effects—Job satisfaction—Quality of Work Life—Conflict in organizations—Informal and formal groups: Emergence, nature, characteristics, functions, and dysfunctions—Group Dynamics: Group Development, Group goals, Standards, and Group Cohesiveness.

UNIT-III: CHANGE AND ITS EFFECTS

Change at work: Nature, responses, and resistance to change—implementing change successfully—Stress and Counseling: Concept, causes, consequences, and coping strategies: individual, group, and organizational—Employee counseling: Concept, need for, and types of counseling.

UNIT-IV: AN INTRODUCTION TO HRM

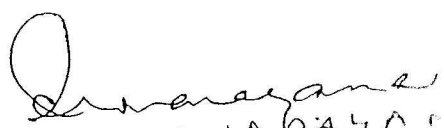
Features of HRM and Human Resource Development—Competitive challenges and competencies of HR Managers. Acquisition of Human Resources: Approaches to Job Analysis—Sources of recruitment—Selection Procedures—Placement, induction, promotion, transfer, and outplacement.

Unit-V: DEVELOPING, MOTIVATING, AND COMPENSATING HUMAN RESOURCE:

Assessing training needs—Training Methods—Evaluation of Training—Performance Appraisal and Performance Management—Key issues in Compensation Management—Job Evaluation Techniques—Grievances and Grievance Redressal.

Suggested Text Books:

- Organizational Behavior—Human Behavior at work by Johan W Newstrom 12th Edition 2007
Tata McGraw-Hill Publishing Company Limited
- Michael Armstrong, "Human Resource Management", 2010, Kogan Page


(PROF. A. SURYANARAYANA)

Financial Management

Unit-1: Investment Decisions

Introduction – Relation between finance and economics- Savings and Investment cycle- Impact of economic variables on Investments decision making– Sources of Investment information- Methods of Analysis – Fundamental Analysis, Technical Analysis – Efficient Market Hypothesis.

Unit-2: Regulation of Financial Markets

Financial Market Regulators in India - RBI Regulation of Banking Sector- Role of SEBI in regulating capital markets - IRDA and its role in insurance industry- Forward Markets Commission- Role and regulations.

Unit-3: Corporate Finance

Advanced capital budgeting – Financing mix – Tradeoffs - Choosing right mix - Cost of capital – estimating hurdle rates - New financial instruments – Hybrid securities such as Convertible Debentures, Preference Shares, and Warrants.

Unit-4: Corporate Valuation

Financial statement Analysis – Balance sheet- Income and Cash flow Statements - Corporate reporting- Principles of valuation – Value Based Management - EVA- Cash flow Return on Investments- M&A – choosing a target and methods of valuation – SEBI takeover code.

Unit-5: Investment Valuation

Asset pricing models - CAPM, Market Model & Arbitrage Pricing Model - Stock valuation models – Risk Assessment models - Bond valuation- Duration and convexity- Hedge Funds - Risks & Investments – Global investments through FDI and Portfolio routes.

Suggested Books:

Arcy.P.Stephen, "Making of Financial Economics", Oxford University Press, 2001

Hershey Mark and Nofsinger John, "Investments – Analysis and Behaviour", Tata Mcgraw Hill, 2008

Damodaran, Aswath. "Corporate Finance – Theory and Practice", Wiley India. II Edition, 2009

Prasanna Chandra, "Financial Management – Theory and Practice" Tata Mcgraw Hill, 6th Edition

James.C.VanHorne, "Financial Management and Policy", PHI, 12th Edition

Websites of MCA, SEBI, IRDA, RBI.

Ramesh
Prof. R. Nagaswar Rao