Department of Management

Ph.D Coursework (2022-23)

Ph.D (Management) Module-III Time Table w.e.f. 03.04.2023

Block-A2, Room No.- 220

SL.NO.	Day/Time	03:00 - 04:00	04:00 - 05:00
1	MON	(Unit-5) NY/SKS	(Unit-4) A
2	TUE	(Unit-5) NY/SKS	(Unit-4) A
3	WED	(Unit-5) NY/ PNV	(Unit-3) NY
4	THU	(Unit-2) PS	(Unit-3) NY
5	FRI	(Unit-5) NY/ PNV	(Unit-1) NB
6	SAT	(Unit-2) PS	(Unit-1) NB

NY : Prof. Nagendra Yadav
PS : Dr. Panchali Singh
A : Dr. Anu
NB : Mr. Nishant Bhola
SKS : Mr. Srajan Kumar Singh
PNV : Mr. Pashupati Nath Verma

01/04/2023

(Prof. Nagendra Yadav)
Head,
Department of Management

Copy to:

1. The office of Vice-Chancellor for the kind information to the Hon'ble Vice-Chancellor sir.
2. The Registrar for kind Information, DSMNRU.
3. The Controller of Examination for information, DSMNRU.
4. Faculty Members of Department of Management.
5. System Analyst for uploading on university website.

(Prof. Nagendra Yadav)
Head,
Department of Management

Department of Management

Dr. Shakuntala Misra National Rehabilitation University, Lucknow

Ph. D. (Management) Module II

CONTEMPORARY ISSUES IN MANAGEMENT

Course Objectives:

The objectives of the course are to equip the students with the conceptual knowledge of the core fundamentalsof management and the various specializations viz. Marketing, Finance, Accounting and Human Resource Management, International Business, Productions & Operations.

Learning Outcomes: ***At the end of the course, the scholars will be able to-***

- ✓ Understand the Basic Concepts and Principles of Management, Business Environment, Economics IT in Management, Developing Values and Corporate Image, Work Ethics, Emerging Issues and Trends in Management
- ✓ Explain the Concepts, important Tools and their Research Applications in specialized areas of Management- Marketing, Finance, Accounting and Human Resource Management, International Business, Productions & Operations.

	Contents
Unit1	Management-Meaning, Concepts, Schools of Thought, Managerial Roles & Skills; Levels of Management, Planning, Organizing, Staffing, Directing, Controlling. Principles of Management; Management Process Business Environment–Meaning, Feature and Importance, Business Environment, Types of Business Environment, Environment Scanning, Changing Business Economics, Regulatory Framework, IT in Management, Developing Values and Corporate Image, Work Ethics, Emerging Issues &Trends in Management
Unit2	An overview of Human Resource Management, Concept and Process of Manpower Planning, Recruitment & Selection, Training and Development, Human Resource Development HR Process Outsourcing, Compensation and Benefits, Performance Management & Appraisals , Analyzing Workand Designing Jobs, Retention Strategies, Quality of Work Life, Work Life Balance, Managing Separations and Rightsizing, Managing Change, Employee Welfare, Cross Cultural issues in HRM Strategic & Global Human Resource Management, Concepts of Organizational Behavior Emerging Issues &Trends in Human Resource Management
Unit3	Introduction to Marketing, Concepts of Marketing, Needs, Wants and Desires, 4 P's of Marketing and 7P's of Services Marketing, Product Management in Market, Pricing, Distribution, Modern Marketing and Analyzing Market Opportunities, Marketing Research, Retail Marketing, Global Marketing, Integrated Marketing, Social Media Marketing, Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing Emerging Issues &Trends in Marketing
Unit4	Introduction to Accounting and Finance, Concepts and Basic Principles, Types of Accounting. Interrelationship between Financial Cost and Management Accounting, Analysis of Financial Statements, Ratio Analysis, Fund Flow Statement, Cash Flow Statement, Marginal Costing and Break-Even Analysis, Accounting Association and Institution, Accounting Standards,ConceptsinFinancialManagement,FinancialPlanning,CapitalStructure,FinancialandOperatingLeverage,CostofCapital,CapitalBudgeting,WorkingCapital,Management,DividendPolicy,CashManagement,Corporate Finance, Emerging Issues &Trends in Finance &Accounting
Unit5	Research in Functional Areas of Management, Research Design, Sampling Design, Data Collection Design, Processing of Data, Basic Statistical Analysis, Theoretical Probability Distribution, Testing Hypothesis, Advance Statistical Tools, Contemporary topics in business research and review of literature.

11/05/2023

TextBooks:

- Principles of Management, Koontz, Tata Mc-Graw hill publication.
- Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri & Ehsanul Haque, Pearson Publications.
- Financial Management- Theory and practice, Prasanna Chandra, Tata Mcgraw hillpublication.
- A Hand book of Human Resource Management Practice, Michael Armstrong, Kogan Page publications
- Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, NewDelhi.
- Pandey, I.M: Management Accounting, Vani Publication, Delhi
- D. N. Dwivedi, Managerial Economics, Vikash Publishing House. Pvt. Ltd
- Cooper & Schindler- Business Research Method

ReferenceBooks:

- PrinciplesandPracticeofManagement,P.S.Sengupta,Vikaspublishinghouse.
- Marketing Management, Ramaswamy & Namakumari, Mcmillan Publication.
- Organizational behavior. Stephen P Robbins, PHI publications.
- Human Resource Management, Biswajeet Pattanayak, PHI publications.
- Basic Financial Management, M Y Khan and PK Jain,TataMc-grawHillPublication.
- M.C.Shukla,T. S.Grewal & S.C. Gupta, Advanced Accounts, S. ChandPublishing
- Chandra, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
- Stonierand Hague, A Text Book of Economic Theory, Pearson India Publications
- Mankiw,Economics-PrinciplesandApplications, Cengage Learning
- H.L. Ahuja, Macro Economic Theory and Policy, S. Chand Publications
- William Zikmund- Business Research Methods
- **Kothari C. R.,** Research Methodology
- Marketing Reseafch- Text and Cases by **Boyd**, Harper & **Westfall**, Ralph
- Research for Marketing Decisions by Green & Tull

31/03/2023