

MASTER OF PHILOSOPHY (M.PHIL) IN MANAGEMENT

GUIDELINES– 2018

REVISED VERSION

APPROVED

BY

ACADEMIC COUNCIL

ON

2077.06.09/25TH SEPTEMBER, 2020

MASTER OF PHILOSOPHY (M.PHIL.) IN MANAGEMENT

1. Introduction

The M. Phil program is a pre-requisite course to the Ph.D. program of the Faculty of Management, Purbanchal University. The program develops knowledge and skill among students necessary for pursuing research in different areas of management. The program aims to develop researcher scholars for Ph. D. Degree. Upon meeting all the requirements of this program, a certificate will be issued by the University. This Revised Guidelines 2018 will be applicable from the first batch of M. Phil program 2018.

2. Objectives

The M. Phil program aims at preparing students for research and consultancy and thereby making them eligible for the enrollment in the Ph.D. Program of the Faculty of Management, Purbanchal University. This Program also aims at producing the research graduates and consultants in management through a continual learning process.

3. Duration

The duration of the program will be eighteen months consisting of three semesters of six months each.

4. Eligibility

The candidates should have a Master degree in Management or Commerce or Business Administration or Economics with second division (at least 50%) or CGPA of 2. The selection process will be defined and executed by the MRC.

5. Evaluation

The evaluation will consist of internal evaluation containing 60 percent weightage and end term evaluation containing 40 percent weightage with pass marks 60 in total. There will be no end term evaluation in seminar courses, project work, research proposal and defense. The project work, research proposal and defense will have viva-voce examinations.

6. Course waiver

If the candidate has already completed some courses in equivalent program of other recognized university, such courses can be waived by the Management Research Committee (MRC) of the Faculty of Management.

7. Curricular Structure

The curricular structure of this program will be as under:

Semester	S. No.	Nature of the course	Course Code	Course	Credit Hrs.
First Semester	1	Core	RES 501	Research Methods	3
	2	Core	QTT 502	Quantitative and Qualitative Statistics	3
	3	Core	POS 672	Philosophy of Science and Research	3
	4	Specialization 1 (Any one)	FIN 611 MKT 621 MGT 631	Advanced Accounting & Financial Theory, OR Advanced Marketing Management, OR Advanced General Management	3
Second Semester	5	Specialization 2 (Any one)	FIN 741 MGT 751	Seminar in Accounting & Finance, (Pre-requisite FIN 611) OR Seminar in General Management and Marketing (Pre-requisite MKT 621 or MGT 631)	6
	6	Core	QTT 661	Advance Quantitative and Qualitative Statistics	3
	7	Core	ECO 682	Econometrics	3
Third Semester	8	Specialization 3	RES 792	Thesis (Specialization area)	6
				Total Credits	30

8. Description of Courses

8.1 RES 501: Research Methodology (3 credits)

This course aims at enabling the students to understand the basic concepts of business research methodology and acquire the skills necessary to carry out the research. The course also deals with changing nature of social sciences research and their application in business research. The topics covered are the research process, management research methods, literature review, ethical consideration, formulation of the problem and related hypothesis, theoretical framework, research designs, qualitative research, sampling techniques, measurement and scaling, use of primary and secondary data sources, construction of questionnaires, interviewing techniques, sources of qualitative data, observation and participatory research, data preparation and analysis, citation and referencing styles, writing research proposals, and writing research reports.

8.2 QTT 502: Quantitative and Qualitative Statistics (3 credits)

The basis objective of this course is to familiarize the students with the fundamental concepts of statistics and acquire the skills necessary to apply them in research. The course also deals with changing nature of statistics and their application in business research. The contents include measures of central tendency and dispersion, probability and measures of uncertainty, discrete and continuous distribution, estimation, hypothesis testing, correlation and regression. The course also requires application of relevant software technology to draw inferences from the data.

8.3 POS 672: Philosophy of Science and Research (3 credits)

The objective of this course is to enable the students with the knowledge of the foundations, methods, and implications of science. The emphasis will be in understanding what qualifies as science, the reliability of scientific theories and the ultimate purpose of science and in the process will have understanding of philosophies pertaining to the science.

8.4 FIN 611: Advanced Accounting & Financial Theory (3 credits)

The objective of this course is to enable the students to understand theory and empirical evidences in the field of accounting and finance. It deals with developing the skills required for conducting a sound research in accounting and finance. The course contains basic concepts, applications and empirical evidences on objective of the firm, agency theory, financial ratios and prediction of corporate bankruptcy, portfolio theory, the relationship between risk and return, the Capital Assets Pricing Model, the Arbitrage Pricing Theory, Investment decisions, Capital structure and Cost of capital, Dividend policy, and Working capital management.

8.5 MKT 621: Advanced Marketing Management (3 credits)

The course aims at enabling the students to understand theory and empirical evidences in the field of marketing. It deals with developing the skills required for conducting a sound research in marketing. The course contains basic concepts, applications and empirical evidences on marketing management concepts, customer relationships, marketing process and environment, consumer behavior, market segmentation, branding, packaging, and product support services, product mix decisions, service marketing, pricing approaches, concept of distribution, channel functions, marketing logistics, the marketing communication process, advertising, personal selling, relationship marketing, retail marketing, sales promotion and global marketing.

8.6 MGT 631: Advanced General Management (3 credits)

The basic objective of this course is to enable the students to understand theory and empirical evidences and applications in the field of general management and human resource management, strategic management, quality management, knowledge management, organization learning, leadership and team management, and organization behavior. It deals with developing the knowledge and skills required for conducting research in management. The course also contains basic concepts, applications and empirical evidences on human resource management, industrial relations, organizational analysis and design and organizational development.

8.7 FIN 741: Seminar in Accounting and Finance (6 credits)

The objective of this course is to expose the student to recent accounting and finance literature. The emphasis of this course will be on recent contributions to theory and practice of accounting and finance. The course will cover critical articles, seminar papers, books and dissertations, published internationally, regionally and locally in the area of finance. Both theoretical and empirical studies will be examined. This course provides the students with an opportunity to understand the research in accounting and finance mainly in the field of finance, risk and return, working capital management, cost of capital, capital budgeting, financial decisions, dividend decisions, capital markets, accounting theories and concepts.

8.8 MGT 751: Seminar in General Management and Marketing (6 credits)

The objective of this course is to expose the student to recent management and marketing literature. The emphasis of this course will be on recent contributions to theory and practice of general management, human resource management, organization behavior and marketing. The course will cover critical articles, seminar papers, books and dissertations, published internationally, regionally and locally in the area of management and marketing. Both theoretical and empirical studies will be examined. This course provides students with the opportunity to understand the research in management and marketing mainly in the field of general management including human resource management, and marketing.

8.9 QTT 661: Advance Quantitative and Qualitative Statistics (3 credits)

The objective of this course is to make students capable in advance concepts of statistics and modeling and acquire the skills necessary to apply them in research. Econometric analysis, factor analysis, and discriminate analysis. Quantitative Software will be the base of this course.

8.9.1 Research Proposal Writing and Defense as a part of Seminar Course

The objective of this course is to enable the student to develop a detailed research proposal in which the candidate is interested in carrying out further research under the guidance of the faculty adviser. At the end of the proposal writing, the candidate is required to attend the proposal defense organized by the Faculty of Management.

8.10 ECO 682: Econometrics (3 Credits)

This course intends to equip the students with the fundamentals of econometric methods and enable them to use some econometric tools in research in economics and business decision making. The economic tools will include statistical inferences, liner regression models and forecasting.

8.11 RES 792: Thesis in Specialization Area (6 credits)

The objective of the project work is to give the student a practical experience by conducting a research project in the area of general management or marketing or accounting and finance after completing the seminar course of student's interest. The project work should be candidate's own work and original, and should not have been submitted to any other institution.

9. Registration and Examination

The Notice for the registration of students will be issued by the Dean Office/the office of the Director, M.Phil and Ph.D. Program, FOM. The registration process will be completed by the Office of Examination Management according to current rules and regulations of PU as well as the Guidelines of M.Phil Program 2018 through the office of the Director.

The examination date, semester end results and date for online entry of internal assessment marks will be decided/ published by the Dean Office, FOM/ the office of the Director, M.Phil and Ph.D. Program, as per the decision of Examination Committee for M.Phil Program. FOM, PU. The process of the examination will be done by the office of the examination management as per the directions and decisions of the Examination committee for M Phil program.

10. Grading

The grading of this program is given as follows: Full Marks for all subjects 100 and Pass Marks for all subjects 60 in total (Internal plus External)

Grade	Percentage Score	Grade Value
A+	90 and above	4.00
A	80 to Below 90	3.75
B+	70 to Below 80	3.50
B	60 to Below 70	3.00
Fail	Below 60	-

11. Fee Structure

Registration (Including Examination Fee)	Rs. 10,000
Course Fee (One and Half Year) Per Semester	Rs. 50,000
Application Form	Rs. 3,000
Entrance Fee	Rs. 5,000
Refundable Deposit	Rs. 10,000
Total Fees	Rs. 1,70,000
	(Including Refundable Deposit)

- Subject to change as decided by the Executive Council of Purbanchal University.
-