



# TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U.P. Act No. 30, 2008)

Delhi Road, Moradabad (U.P.)

## PhD PROGRAMME

### SYLLABUS FOR DISCIPLINE-SPECIFIC COURSE MANAGEMENT

Course Code: PDS240104	Management Philosophy and Practices	L	T	P	C
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<b>Objective:</b>	To develop a comprehensive understanding of core management principles and practices; along with specialized knowledge in human resource management, marketing strategies, and decision-making frameworks to equip with the skills needed for effective operations and leadership in a dynamic environment.				
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be able to:</b>				
<b>CO 1:</b>	Understand key concepts, theories, and principles related to management.				
<b>CO 2:</b>	Apply management processes, human resource practices, and marketing strategies to solve real-world business challenges.				
<b>CO 3:</b>	Analyze barriers to effective planning as well as resistance to control challenges in a dynamic environment.				
<b>CO 4:</b>	Evaluate the effectiveness of different theories and strategies in achieving goals.				
<b>CO 5:</b>	Develop a new model by using different tools and techniques of management.				
<b>Course Content:</b>					
<b>Unit 1:</b>	<b>Principles and Practices of Management:</b> Processes and Scope of Management, Universality of Management Principles, Management thoughts, Planning and Organizing - Importance of Planning, Barriers to Effective Planning, Steps in the Planning Process, Principles of Organizing, Organization Theory, Forecasting and Decision Making. Leading-Concept of Leading, Leadership Theories, and Leadership Development. Controlling- Importance of Control, Control Mechanisms and Effective Control System, Resistance to Control System, Overcoming Resistance to Control.				
<b>Unit 2:</b>	<b>Human Resource Management:</b> Objectives and Function of HRM, Emerging Challenges of Human Resource Management, Job Analysis: Job Description and Job Specification. Methods of job analysis, Human Resource Planning: Purpose and Process, Recruitment and Selection: Source of Recruitment, Stages in Selection Process and techniques,				
<b>Unit 3:</b>	<b>Training and Development:</b> Training: Training Needs, Training Methods, objective and Process of Performance Appraisal, Techniques of Performance Appraisal, Mobility -				

	Promotion, Transfer, Separation: Lay-Off, Retrenchment, Voluntary Retirement Scheme.
<b>Unit 4:</b>	<b>Introduction to Marketing and Marketing Management:</b> Marketing Concepts, Marketing Process, Marketing mix, Marketing environment, Consumer buying behavior, Market segmentation, targeting, positioning, Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle,
<b>Unit 5:</b>	<b>Pricing Policies and Promotional Strategies:</b> Pricing policies and constraints, Different pricing methods, New product pricing, Product Mix pricing strategies, Functions of distribution channel, Structure and Design of Marketing Channels, Promotion Decision - Promotion mix - Advertising Decision.
<b>Textbooks:</b>	<ol style="list-style-type: none"> <li>1. Terry and Franklin (2002). Principles of Management. <i>AITBS</i>, New Delhi. Prasad L.M., (2004)</li> <li>2. Principles of Management, New Delhi, S. Chand &amp; Sons</li> <li>3. Aswathappa, K. <i>Human Resource and Personnel Management</i>, TMH.</li> <li>4. Khanka S.S. <i>Human Resource Management</i>, S. Chand</li> <li>5. Govindarajan, Marketing management concepts, cases, challenges, and trends, Prentice Hall of India, New Delhi.</li> <li>6. Philip Kotler, Marketing Management – Analysis, planning and control, Prentice Hall of India, New Delhi,</li> </ol>
<b>Reference Books:</b>	<ol style="list-style-type: none"> <li>1. Kanishka Bedi, Production and operation management, Oxford, New Delhi, 2007</li> <li>2. Panneerselvam, R, Operations research, Prentice-Hall of India, New Delhi, 2002.</li> <li>3. G. Srinivasan, Operations research, PHI Learning, NewDelhi,2010</li> <li>4. K.S. Chandrasekar, Marketing management: Text and cases, Tata McGraw-Hill Publication, New Delhi.</li> <li>5. Rao, VSP. <i>Human Resource Management: Text and Cases</i>, Excel Books.</li> </ol>
<b>Additional Electronic Reference Material:</b>	1. <a href="https://onlinecourses.nptel.ac.in/noc22_mg42/preview">https://onlinecourses.nptel.ac.in/noc22_mg42/preview</a>