



MONAD UNIVERSITY, HAPUR (U.P.)
School of Management and Business Studies

PhD course Work Syllabus

Course Name: Recent trends in Management

Course Code: RCW-4-10

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3	1	0	4

COURSE OBJECTIVES

The course aims to develop an understanding of modern marketing functions in business enterprises, as well as several research and policy implications. Ph.D. students' expertise and understand of many different aspects of modern marketing management. To assist students identify problems with research in their topic of awareness. To provide students with insight into the area and problem-solving in which they can research and develop their Ph.D. proposals.

UNITS	CONTENTS	Contact Hrs.40
I	Business Management and Human Resource Management: Principles and functions of management, Planning – Objectives, Strategies, Planning process and decision making, Organization structure: Concept and theories, Controlling, Corporate governance and business ethics, Human resource management: Concept, role and functions of HRM; Recruitment and selection; Training and development; Collective bargaining and workers' participation in management, Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management.	8
II	Business Environment and International Business : Concepts and elements of Business Environment: Consumer Protection Act, FEMA; Corporate Social Responsibility (CSR), Policy Environment: Liberalization Privatization and globalization, Second generation reforms, Industrial policy. Scope and importance of International Business; Globalization and its drivers; Modes of entry into international business, Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy, Foreign direct investment (FDI) and Foreign portfolio investment (FPI); International Economic institutions: IMF, World Bank, UNCTAD, World Trade Organization (WTO)	8

III	<p>Business Finance & Accounting</p> <p>Scope and sources of finance; Cost of capital and time value of money, Capital structure, Leverages. Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis, Working capital management; Dividend decision: Theories and policies, Risk and return analysis; Asset securitization, Foreign exchange market; Exchange rate risk and hedging techniques, International financial markets and instruments: Euro currency; GDRs; ADRs, International arbitrage, Portfolio management- CAPM, APT; Derivatives. Basic accounting principles, concepts and postulates, Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms, Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies, Holding company accounts. Human Resources Accounting; Inflation Accounting; Environmental Accounting, Indian Accounting Standards and IFRS, Responsibility Accounting.</p>	8
IV	<p>Marketing Management:</p> <p>Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning, Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development, Pricing decisions: Factors affecting price determination; Pricing policies and strategies, Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix, Distribution decisions: Channels of distribution; Channel management, Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions, Service marketing, Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM. Marketing Research. Components of e-marketing, Impact of e-Marketing on marketing Strategy.</p>	8
V	<p>Management Concepts and Organizational Behaviour:</p> <p>Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions. Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group. Behaviour, Interpersonal skills, Johari Window, Motivation:, Theory of Motivation: Maslow's, Herzberg's, McClelland, Self Determination Theory, Meaning of Perception, process, behavioral applications of perception. Leadership: types of leaders and leadership styles, LSM – Leadership Situational Model, Team Building, Change: Meaning of organizational change approaches to managing. organizational change, creating a culture for change, implementing the change,</p>	8

REFERENCE BOOKS :	
1.	Business Management 5th Edition by Paul Hoang IBID Press Paperback– 5 January 2022 by Paul JHoang (Author) V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition. Durai Praveen, Human Resource Management Pearson Publication, 2nd Edition.
II	Business Environment --Francis Cherunilam, Himalaya Publishing House Business Environment: Test and Cases, PAUL, Mc Graw Hill Education, 3rd Ed. International Business : V K Bhalla and S Shiva Ramu Edition: 12th revised and enlarged edition (2009) Publication: Anmol Publications Private Ltd. New Delhi 110002 (India)
III	Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.) Pandey I M - Financial Management (Vikas, 11th Ed.) PC Tulsian- Financial Accounting (Pearson, 2016)
IV	Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
V	Robbins, S.P., Sanghi, S. & Judge, T. A. (2015). Organizational Behavior. New Delhi: Pearson Education. Luthans, F. (2010). Organizational Behaviour. New Delhi: Tata McGraw-Hill. Koontz Harold & Wehrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008) L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.