

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL**

Ph.D. (Management)

Course Work – Paper-I (Common Paper)

CONTEMPORARY ISSUES IN MANAGEMENT

UNIT-1

Research in Management Decisions: Environmental research: Scenario planning – Indian business environment – Priority sectors – IT, Pharmaceutical, Health care, Automobile, Hospitality – Institutional research in the context of Liberalization, Privatization and Globalization.

UNIT-2

Research in Strategic Management and Information Technology: Business Intelligence – Scenario Analysis – Knowledge management – Bench marking – Balanced Score Card – TQM – Strategic Alliances – Mergers and Acquisition – Reengineering – Corporate Governance – Business Ethics – Corporate Social Responsibility.

UNIT-3

Research in Human Resource Management: Humanomics – Selection – Training – Compensation – Employee Branding – Performance appraisal – Welfare and Safety measures – Job satisfaction – Job stress – Emotional Intelligence – Human Resource Information System – Human Resource Accounting – Talent management – Competency Assessment Mapping – e-HRM – Cultural Intelligence.

UNIT-4

Research in Financial Management: Credit management – Risk-return pattern of projects – Risk evaluation – Banking and Insurance Services – Credit Rating – Depositories – Mutual Funds – Security analysis and Stock market behavior – Derivatives – Carbon Credit accounting – Research in global capital market instruments and institutions.

UNIT-5

Research in Marketing: Consumer behavior – Product development – Pricing strategies – Channel decisions – Supply Chain management – Promotion strategies – Advertisement and Sales promotion – Sales force management – Customer Relationship management – Customer Lifetime Value – Neuro-marketing – Green marketing – Marketing for non-profit organizations – Marketing using social network.

UNIT –6

Plagiarism – Definition – History of Plagiarism – Key to avoid Plagiarism – Different forms of Plagiarism – Intentional – Unintentional – Non – Attribution – accidental – Common Plagiarism Problems – Six ways to avoid plagiarism in Research Report – Paraphrase – cite –

Quoting – Citing Quotes – Citing one’s own material – Referencing – Plagiarism checker services – Softwares – write check – VAILL Tutor Tool – Plagiarism Test – Pen and Paper plagiarism Knowledge Test – etc. UGC Public notice dated 01.09.2017

REFERENCES:

1. Azad Kazmi, *Business Policy and Strategic Management*
2. Khanna O P, *Industrial Engineering and Management*
3. Edwin Flippo, *Personnel Management*
4. Philip Kotler, *Marketing Management*
5. Prasanna Chandra, *Financial Management*
6. Stephen Robbins, *Organisational Behaviour*
7. Websites and Journals of Business Research