

ARULMIGUPALANIANDAVARARTSCOLLEGE FOR WOMEN
(AUTONOMOUS)
(Accredited with B++ by NAAC)
(Affiliated to Mother Teresa Women's University, Kodaikanal)

PALANI



SYLLABUS FOR
M.Phil. - COMMERCE

UNDER
CHOICE BASED CREDIT SYSTEM
For 2011 Entrants

1. OBJECTIVES

In the present scenario, the higher learning institutions can achieve academic excellence by offering research linked programmes to the students. Accordingly, M.Phil., course is introduced to provide theoretical and research based knowledge to the students who have completed post-graduate degree at the university level. The course content is designed to impart knowledge regarding theory and techniques of research. Moreover, to enhance their research skill in the application of research techniques, dissertation work is included in the curriculum.

2. ELIGIBILITY FOR ADMISSION OF THE COURSE

Admission to M.Phil., Course is open to candidates with a Master Degree in Commerce with all branches of Mother Teresa Women's University or any other University.

Minimum percentage of marks:

SC/ST Candidates - 50%

Other Candidates - 55%

3. DURATION OF THE COURSE

The course covers a period of one year comprising of two semesters.

4. MEDIUM OF THE INSTRUCTION : English

5. SUBJECT OF THE STUDY : As given in Appendix - A

6. SCHEME OF THE EXAMINATION

Examination for each subject includes both Internal and External. Internal Examination will be for 25 marks and External Examination will be for 75 marks. Examination for each subject has a duration of three hours.

7. ELIGIBILITY FOR M.Phil., DEGREE

- Candidates will be eligible for M.Phil., degree, if they complete the course with pass percentage in the prescribed examinations.
- Candidates require 75% of attendance to attend the semester exam.
- Three internal examinations will be conducted and the average of the best two will be taken for consolidation.
- Required to complete a Dissertation by selecting a research problem.

8. EVALUATION

Evaluation of the candidates shall be made by internal and external assessment which is in the ratio of 25:75.

The break-up of marks for the internal assessment shall be as under:

1. Test	-	15
2. Assignment	-	5
3. Seminar	-	5

9. PASSING REQUIREMENT

For each paper the passing minimum is 50 per cent (no internal minimum).

10. PROVISION FOR DISSERTATION WORK

Evaluation:

Report = 80 : Viva-voce = 20.

11. SUMMATIVE EXAMINATION

Core : Three Hours (Maximum Marks :75)

Answer 5 questions (either/or pattern)

5 x 15 = 75 Marks

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**PG AND RESEARCH DEPARTMENT OF COMMERCE
SYLLABUS for M.Phil (COMMERCE)
2011 - 2012**

PART I : Research Methodology

PART II : Techniques of Research

PART III : **OPTIONAL PAPERS**

1. Financial Management
2. Marketing Management
3. Capital Market Analysis
4. Human Resource Management
5. Banking and Financial Services
6. Entrepreneurial Development
7. International Marketing

PART IV : **Dissertation and Viva Voce**

PART I and **PART II** are compulsory.

Under **PART III** the scholar can choose any one of the optional subjects given above.

I SEMESTER - PART I RESEARCH METHODOLOGY

Sub Code : HRCO11

UNIT I

Business Research – Meaning – Scope and significance – Utility of Business Research – Qualities of good researcher – Types of research.

UNIT II

Research Process – Identification, Selection and formulation of research problems – hypothesis – research design.

UNIT III

Sampling – Methods and techniques – Sampling Error – Field work and data collection – Observation and Interview method - Tools of data collection – Schedule, Questionnaire– Pilot study and final collection of data.

UNIT IV

Data Processing – Editing, Coding, Classification and Tabulation – Analysis and Interpretation of data.

UNIT V

Report Writing – Types and contents of report – style in writing research reports – steps in drafting reports – qualities of good research report.

Note : 100% Theory

BOOKS FOR REFERENCE

1. Research Methodology -C.R.Kothari
WishwaPrakashan, Newdelhi, Bangalore.
2. Statistical Methods -S.P Gupta
Sultan Chand & Sons, New Delhi
3. Research Methodology -Dr.N.Thanulingom
Himalaya Publishing House, Mumbai
4. Research Methodology -R.Cauvery, U.K.SudhaNayak,
M.Girija and R.Meenakshi
S.Chand & Co Ltd, New Delhi.
5. Research Methodology -P.Saravanavel
KitabMahal, Allahabad

I SEMESTER- PART II
TECHNIQUES OF RESEARCH

Sub Code : HRCO12

UNIT I

Application of Statistics for Research – Introduction - Correlation Analysis - Simple, Partial and Multiple. - Regression Analysis - Simple and Multiple.

UNIT II

Statistical inference- Procedure for testing hypothesis – Errors in testing of hypothesis – Two tailed and one tailed tests of hypothesis – Standard Error and Sampling Distribution – Estimation.

UNIT III

Tests of Significance- Tests of significance for attributes – Tests of significance for large samples – tests of significance for small samples. (t test, Z test)

UNIT IV

Chi square test and Goodness of Fit – F test and Analysis of Variance – Techniques of Analysis of Variance – Analysis of Variance in Two way Classification table [ANOVA]

UNIT V

Non-Parametric tests - The Sign test, Rank sum test – One sample runs test – Kruskalwallis test – Rank correlation test.

Note: Distribution of marks between theory and problem shall be 20% and 80%.

BOOKS FOR REFERENCE

1. Statistical Methods :S.P.Gupta
Sultan Chand & Sons New Delhi.
2. Statistical Methods :M.Manoharan
Palani paramount publications, Palani.
3. Statistics for Management :Richard I.Levin& David S.Rubin
Prentice Hall of India (Pvt) Ltd, New Delhi.
4. Business Statistics :S.C.Gupta&Indra Gupta
Himalaya Publishing, New Delhi
5. Fundamentals of statistics :D.N. Elhance
KitabMahal, Allahabad

II SEMESTER-PART III PROFESSIONAL SKILLS

Objectives:

After completing the course, the scholars will be able to

- Develop skills of ICT and apply them in teaching, learning contexts and research.
- Acquire the knowledge of communication skills with special reference to its elements, types, development and styles.
- Understand the terms: Communication Technology, Computer Mediated Teaching and develop Multimedia/E-Contents in their respective subjects.
- Develop different teaching skills for putting the content across to targeted audience.

Unit-I

Computer Application Skills: Fundamentals of computers and windows operating systems-MS Office Components: **Word:** Equation Editor-Table Manipulation-Formatting Features-Organizational chart. **MS-Excel:** Statistical Functions-Number manipulation-Chart Preparation with various types of Graphs.**MSPowerPoint:PowerPoint** Presentation with Multimedia features.**Internet and its Applications:**E-Mail and attachments-Working with Search engines.

Unit-II: Communication Skills(English/Tamil/Both)

English: Skills of Communication: Listening, Speaking, reading and Writing- Writing Synopsis, Abstract and Proposals. Developing good language abilities- Public Speaking- Writing Skill.

Tamil:பயிற்றுவிக்கும் திறன் - பேச்சுத்திறன் - வெளிப்பாட்டுத் திறன் - ஆய்வுத் திட்டம் - ஆய்வுச்சுருக்கம் தயாரித்தல்

Unit-III:

Communication Technology: Computer Mediated Teaching:Multimedia, E-content, Satellite based communication- EDUSAT and ETV channels.Web:Internet in Education.

Unit-IV:

Pedagogical Skills: Micro Teaching skills: Skills of Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure- Integration of Teaching Skills – Evaluation of teaching skills – Research extension and consultancy

Unit V:

Instructional Technology:LectureTechniques: Steps, Planning of lecture, lecture notes updating, delivery of lecture. Teaching - learning Techniques: Team Teaching, Group Discussion, Seminar , Workshop, Symposium and Panel Discussion – Games and Simulations – Web based instruction

REFERENCE :

1. Michael D.and William(2000),Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall , New York
2. Information and Communication Technology in Education: A curriculum for schools and programme of teacher development, Jonathan Anderson and Tom van weart, UNESCO, 2002.
3. Pandey S. K . (2005), Teaching Communication, Commonwealth , Publishers , New Delhi
4. Sharma R. A(2006), Fundamentals of Education Technology, Surya publication, Meerut
5. KumBabu A. and Dandapani S (2006), Microteaching (Vol.1and Vol.2), Neelkamal Publications , Hyderabad
6. VanajaM.andRajasekhar S. (2006), Computer Education Neelkamal Publications , Hyderabad
7. Bela Rani Sharma (2007), curriculum reforms and teaching methods sarup and sons, New Delhi

Note:

- Fully internal
- Practical : 40 marks Theory: 60 marks

II SEMESTER - PART III
FINANCIAL MANAGEMENT

UNIT I

Financial Management – Meaning – Objectives – Financial Decisions – Functions of financial manager. Time value of money – Present value, Future value and Compound techniques.

UNIT II

Cost of capital – Meaning and importance – Cost of debt, preference share, equity share and Retained earnings – Weighted average cost of capital. Capital budgeting – Meaning – Significance – Methods of ranking investment proposals.

UNIT III

Leverage – Meaning – Financial leverage – Operating leverage – EBIT and EPS analysis. Capital structure – Theories of capital structure – Determinants of optimal capital structure.

UNIT IV

Dividend Theories – Walter’s model, Gordon, Modigliani and Miller’s model – Forms of dividends – Factors determining dividend policy – Stability of dividend policy.

Working Capital Management – Meaning – Objectives – Working capital policies – Factors affecting working capital requirements – Forecasting of working capital requirements – Sources of working capital.

UNIT V

Management of working capital components – Cash management – Inventory management – Receivables management – Reports of various working capital committees.

Note :50% theory and 50% problems.

BOOKS FOR REFERENCE

- | | |
|---|--------------------|
| 1. Financial Management | - Prasanna Chandra |
| 2. Financial Management | - Pandey |
| 3. Fundamentals of Financial Management | - Van Horne |
| 4. Principles of Managerial Finance | - Gitman.J |
| 5. Management Accounting and Financial Management | - S.N.Maheswari |
| 6. Financial Management | - Khan and Jain |

II SEMESTER - PART III
MARKETING MANAGEMENT

UNIT I

Marketing - Approaches to the study of Marketing – Conceptual foundation of marketing – Modern concepts of marketing – New horizons of marketing – Marketing systems – Marketing functions – Marketing environment.

UNIT II

Market segmentations – Marketing mix – Product mix – Product pricing – Sales promotion – Advertising and personal selling.

UNIT III

Physical distribution – Channels of distribution – Physical distribution management – Role of physical distribution in India.

UNIT IV

Consumer behaviour – Marketing research – Market information systems – Consumer relationship marketing (CRM) – Consumer rights – Consumer protection council – Functions.

UNIT V

Agricultural Marketing – Importance – Special characteristics – Problems in Agricultural Marketing - Marketing agencies – Regulated markets in India - Co-operative marketing in India.

BOOKS FOR REFERENCE

1. Marketing - J.C.Gandhi, Tata McGraw Hill, New Delhi
2. Fundamentals of Marketing - William J.Stanton, McGraw Hill, ND
3. Marketing Management - PhilipKotler, Prentice Hall of India, N D.
4. Principles and Practices of Marketing in India - C.B. Memoria and R.L.Joshi
5. Marketing of Agricultural Goods in India - A.P.Gupta

II SEMESTER - PART III
CAPITAL MARKET ANALYSIS

UNIT I

Meaning of investment – Importance – Factors influencing investment – Features of investment programme – Investment process – Investment media – Development of financial system in India – Financial markets – Financial institutions – Recent developments.

UNIT II

Structure of capital market – New issue market – Stock exchanges in India – Mechanics of trading – Legal control of stock exchanges – SEBI and its role – OTCEI-NSE – Credit rating – Recent trends in capital market.

UNIT III

Valuation of bonds, debentures, preference shares and equity shares – LIC – UTI – Provident funds – Mutual fund – National savings schemes – Merchant banking.

UNIT IV

Fundamental security analysis – Economic analysis – Industry analysis – Company analysis – Technical analysis – Dow, Odd-lot and Elite theories.

UNIT V

Portfolio analysis – Scope – Morkowitz theory – Sharpe single index model – Efficient frontier – Portfolio selection – Risk and return – types of portfolio – Portfolio evaluation and portfolio revision – Formula plans.

Note :50% theory and 50% problems.

BOOKS FOR REFERENCE

- | | |
|---|----------------------|
| 1. Investment Management | - Prasanna Chandra |
| 2. Investment Management | - Francis Cherunilam |
| 3. Investment Management | - V.K. Bhalla |
| 4. Investment Management | - Dr.Preethi Singh |
| 5. Financial Markets and Institutions | - Dr.Avadhani |
| 6. Security Analysis and Portfolio Management | - Fischer and Jorden |

II SEMESTER – PART III
HUMAN RESOURCE MANAGEMENT

Sub Code :

UNIT I

Historical Perspective of Personnel Function – Importance of Human Factor – HRM – Definition – Objectives – Scope – Functions – Difference between Personnel Management and HRM –Future of HRM.

UNIT II

Human Resource Planning – Meaning - Objectives – Need – Principles – Problems - Job Analysis – Major aspects – Uses – Job design – Factors – Techniques.

Recruitment – Meaning – Factors – Sources – Methods - Selection - Meaning – Methods – Difference between Recruitment and Selection.

UNIT III

Career planning - Meaning – Need – Career stages - Training and development – Meaning – Objectives – Importance – Steps – Methods - On-the-job-training, Simulation, Knowledge based, Experiential - Performance Appraisal –Meaning – Objectives – Process- Methods.

UNIT IV

Job Evaluation – Meaning – Objectives – Advantages – Drawbacks – Methods – Essentials - Wage and Salary Administration – Objectives – Principles – Factors – Methods - Incentives - Meaning – Features – Types – Benefits – Meaning – Types – Making incentives and benefits more effective.

UNIT V

Motivation – Meaning – Importance – Maslow, Herzberg and McClelland's Need Theories – Motivational Tools – Morale – Meaning – Determinants – Difference between Motivation and Morale.

Employee Empowerment – Meaning – Conditions – Forms – Barriers - Workers Participation in Management – Meaning – Characteristics – Objectives – Forms.

REFERENCES:

1. Human Resource Management :S.S. Khanka
S.Chand, New Delhi.
2. Human Resource Development:A.C. Tripathi
Sultan Chand & Sons, New Delhi.
3. Human Resource Management :L.M. Prasad
Sultan Chand & Sons, New Delhi.
4. Human Resource Management :V.S.P.Rao
Excel Books, New Delhi
5. Human Resource and
Personnel Management :K.Aswathappa
Tata McGraw Hill Publishing Co Ltd,
New Delhi.
6. Personnel Management and
Human Resources -C.S.VenkataRatnam and B.K.Srivastava
Tata McGraw Hill Publishing Co Ltd,
New Delhi.

II SEMESTER - PART III
BANKING AND FINANCIAL SERVICES

UNIT I

Banking business in India – Financial services rendered by organized sector – Class banking Vs. Mass banking – Commercial banking functions – Micro credit – Emphasis on rural developments and agricultural lending.

UNIT II

Central bank – Functions – Role of RBI in banking sector – Role of Commercial Banks – Objectives and progress – Risk management – Credit risk, Market risk and Operational risk – Basel II – Requirements on capital adequacy and 3 pillar approach – Asset liability management.

UNIT III

Merchant banking – Progress of merchant banking in India – Export finance – Pre shipment – Post shipment credit – RBI and Export finance – Exim bank, Private sector banks Vs. Public sector banks – Mergers and acquisitions – Consolidation.

UNIT IV

Priority sector lending in banks – Small scale industries and Tiny sector – Functions of DICGC. Services of banks – Tele banking, Credit card, ATM – Core banking in India – Impact of globalization on banking services.

UNIT V

Project evaluation – Technical feasibility – Commercial feasibility – Financial feasibility – Ratio analysis – Break even analysis – Working capital analysis – Risk analysis – Profitability analysis.

BOOKS FOR REFERENCE

1. Banking - M.Radhnaswami&S.V.Vasudevan, S chand& Co Ltd.
2. Modern banking in India and abroad - P.Saravanel, Margan Publications
3. Principles and Practice of Bank Management - P.SubaRao, Himalaya Publishing House
4. Development Banking Issues and Options - VasanthDesai,Himalaya Publishing House
5. Journal of the Indian Institute of Bankers - Special Issues
6. Money Banking, Foreign Exchange and International Trade -K.P.M Sundaram, Sultan Chand & Sons.

II SEMESTER - PART III

ENTREPRENEURIAL DEVELOPMENT

UNIT I

The entrepreneurial culture and structure – Competing theories of entrepreneurship – Entrepreneurial traits – Types – Behavioral patterns of entrepreneurs – Entrepreneurial motivation – Establishing entrepreneurial systems – Ideas processing, personnel – Financial - Information and intelligence, rewards and motivation – Role of industrial fairs.

UNIT II

Search for a business idea, sources and selection – Project classification and identification – Constraints – Features of ancillary units, consumer products, feasibility prospects, project objectives, design and appraisal format for report – Net work analysis (PERT, CPM) – Activity performance – Time schedules – Factory design – Design requirements.

UNIT III

Financial analysis – Capital cost, operating cost estimation and budgeting under uncertainty risk and inflation – Proforma profit and loss, balance sheet – Cash flow statement – Social cost benefit analysis, sources of project finance, credit facilities – Type – Evaluation by financial institutions – Role of consultancy organizations – Uses of leasing arrangements – Institutions providing technical, financial and marketing assistance.

UNIT IV

Marketing channel – Selection channel members – Setting quality standards – Channel recruitment strategies – Entrepreneurship development programmes in India – Prospects.

UNIT V

Steps for starting a small industry – Selection of types of organization – Incentives and subsidies – Central and state government schemes, incentives to SSI – Registration and licensing requirements for sales tax, CST, excise duty, power exploring export possibilities – Incentives for export – Imports – Import of capital goods and raw materials – Sickness and survival.

BOOKS FOR REFERENCE

1. Organization Theory and Behaviour - N.S.Gupta, Himalaya Publishing House, New Delhi.
2. Dynamics for Personnel Administration - Rudrabavaraj , Himalaya Publishing House, New Delhi.
3. Personal-Human Problems of Management - Strans& Sayles
4. Personnel - Joseph M.Putti, S.Chand
5. Personal Management and Industrial Relations - Date Yoder
6. Managing Human Resource - S.R.Sayles
7. Organizational Behaviour& Management Effectiveness - Michael
8. Principles of Management - Albert Flensylt (Wiley & sons)
9. Industrial Relations - C.B. Memoria
10. Organizational Behaviour - Fred Luthans
11. Customer Relationship Management - H.Peeru Mohamed &A.Sagadevan, Vikas Publication.
12. Entrepreneurship Development - K.Badi&Badi
13. Entrepreneurship Development - Jayashree Suresh

II SEMESTER - PART III
INTERNATIONAL MARKETING

UNIT I

Features of India's foreign trade – Recent trends in India's exports – Government of India's import and export policy and regulation thereof – Import and export control act – Government policies and regulation thereof – Benefits from international trade – Trade and economic development – The prospects for the developing countries.

UNIT II

Export promotion measures – Institutional arrangements – Financial and Non-financial incentives – Import and export procedures – Documentation – Types of invoices – Letters of credit – Bill of lading – Bill of entry – Trade policy and balance of payment of developing countries – Methods of protection – Nominal and effective rates of protection – agreements for protection.

UNIT III

Features of overseas sales contract – Important clauses – Preparation of goods for dispatch – Pre-shipment inspection – Formalities at the part of shipment and customs clearance-services of shipping agents – Financing of import and exports – EXIM bank.

UNIT IV

Safeguards against risks in foreign trade – Significance of marine insurance – ECGC – Air cargoes – Special features – Sources of imports – Canalisation of imports through public sector corporations.

UNIT V

Foreign exchange – Rate of exchange – Foreign exchange regulations in India – Authorised dealers – Money changers – Foreign exchange dealings by commercial banks – Factors influencing exchange rate – Commercial rate of exchange – Cross rate of exchange.

BOOKS FOR REFERENCE

1. International Marketing - Varshney
2. Foreign Trade and Development - Market Kulkarni
3. Export Methods - Agarwal
4. Finance of Foreign Trade and Foreign Exchanges - Chaudhari
5. Export Marketing - Balagopal
6. Principles of Foreign Exchange - Chatterjee
7. Export Trade - Francis Cherunilam