

ARULMIGUPALANIANDAVARARTSCOLLEGE FOR WOMEN
(AUTONOMOUS)
(Re-accredited with 'A' Grade by NAAC)
(Affiliated to Mother Teresa Women's University, Kodaikanal)

PALANI



SYLLABUS FOR
M.Phil - COMMERCE

2014 Onwards

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 40 marks and

External Examination will be for 60 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 40:60

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

1. Test	-	25
2. Assignment	-	5
3. Seminar	-	10

9. PASSING REQUIREMENT

For each paper the passing minimum is 50 per cent.

10. PROVISION FOR DISSERTATION WORK

Evaluation:

Report = 80 : Viva-voce = 20.

11. SUMMATIVE EXAMINATION

Core : Three Hours (Maximum Marks :60)

Answer 5 questions (either/or pattern)

5 x 12 = 60 Marks

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**PG AND RESEARCH DEPARTMENT OF COMMERCE
SYLLABUS for M.Phil (COMMERCE)
2014 - 2017**

- PART I** : Research Methodology
- PART II** : Financial Management
- PART III** : Marketing Management
- PART IV** : **Dissertation and Viva Voce**

I SEMESTER - PART I RESEARCH METHODOLOGY

Sub Code :

Objectives :

1. To make the students to understand the basic concepts and methods of research.
2. To strengthen the conceptual understandings of various statistical techniques.
3. To facilitate the students to apply the techniques in research field.

UNIT I

Research - Meaning – Scope and Significance – Utility of Research – Types of Research – Research Process – Identification, Selection and formulation of research problems – hypothesis – research design.

UNIT II

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 III

Data Processing – Editing, Coding, Classification and Tabulation - Report Writing – Types and contents of report – style in writing research reports – steps in drafting reports – qualities of good research report.

UNIT IV

Analysis and Interpretation of data:

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 V

Tests of Significance - Attributes –Large samples – Small samples. (t test, Z test) - 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]

Note :60% theory and 40% problems.

BOOKS FOR REFERENCE

1. Research Methodology -C.R.Kothari
WishwaPrakashan, NewDelhi,
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
6. Statistical Methods :M.Manoharan
Palani paramount publications, Palani.
7. Statistics for Management :Richard I.Levin& David S.Rubin
Prentice Hall of India (Pvt) Ltd, New Delhi.
8. Business Statistics :S.C.Gupta&Indra Gupta
Himalaya Publishing, New Delhi
9. Fundamentals of statistics :D.N. Elhance
KitabMahal, Allahabad

ISEMESTER - PART II FINANCIAL MANAGEMENT

Sub Code :

Objective :

1. To make the learners to understand the various applications in Financial Management.

UNIT I

Financial Management – Nature – Scope - Objectives –Traditional and modern approach of Financial Management – Investment decisions – Dividend decisions – Financial decisions – Role of Financial Manager

UNIT II

Cost of capital – Meaning - Importance – Cost of debt, preference, Equity and Retained Earnings – Weighted average cost of capital. Capital Budgeting – Meaning – Importance - Techniques– Traditional Methods and Modern Methods.

UNIT III

FinancialLeverage –measures–EBIT and EPS analysis-Operating leverage – Financial and Operating risk - Capital structure – Determinants of Capital structure - Theories of capital structure – Net Income approach – Net Operating Income approach- MM Hypothesis (**Theory only**).

UNIT IV

Working Capital Management – Concepts– Kinds of working capital– Importance of adequate working capital- Factors determining working capital requirements –Management of working capital -Estimate of working capital requirements – Financing of working capital.

UNIT V

Dividend – Meaning – Theories of Dividend - Walter’s Model – Gordon and MM’s Models – Dividend policy– Determinants of Dividend policy – Types of Dividend policy – Forms of Dividend.

Note :60% theory and 40% problems.

BOOKS FOR REFERENCE

1. Financial Management - Prasanna Chandra
Tata McGrawHill Publishing Company Ltd,
New Delhi.
2. Financial Management - I.M. Pandey
Vikas Publishing House Pvt Ltd,
New Delhi
3. Financial Management - Khan & Jain
Tata McGrawHill Publishing Company Ltd,
New Delhi.
4. Financial Management - S.N.Maheswari
Sultan Chand & Sons, New Delhi.
5. Financial Management - Shashi K. Gupta & R.K.Sharma
Kalyani publishers, New Delhi

II SEMESTER - PART III MARKETING MANAGEMENT

Sub Code :

Objectives :

1. To impart marketing skill on the emerging areas like Service Marketing , on-line marketing etc.,

UNIT I (18 hrs)

Marketing Management- Meaning – Characteristics - Functions – Marketing Strategy and planning - Marketing planning – Importance – Characteristics - Marketing Planning Process - Marketing planning activities – On – lineMarketing.

UNIT II (18 hrs)

Product Planning and Development - Meaning of Product – Classification of product policies – Product life cycle – management of product life cycle – Development of new products - New Product planning process – Product failure.

UNIT III (18 hrs)

Pricing strategy – Objectives – Factors influencing price – Price determination – Kinds of pricing – Pricing policy – Promotional Mix.

UNIT IV (18 hrs)

Channels of distribution – Functions – Types – Multichannel – Intensity of distribution – Channel conflict - Physical distribution – Middlemen – Functions –Kinds –Wholesalers – Characteristics – Services – Retailers – Importance –Services –Types.

UNIT V (18 hrs)

Emergence of services marketing – Definition - Importance – Characteristics of services –Difference between Products and Services – Marketing mix in service marketing – Types of services – Marketing of Bank product/services – Marketing of Insurance product/services.

BOOKS FOR REFERENCE

1. Marketing Management - C.B Memoria and Joshi
Kitab Mahal, Alahabad.
2. Marketing Management - Ramasamy and Namakumari
Macmilan, India.
3. Marketing Management - R.S.N Pillai and Bhagavathy
S.Chand & Sons , New Delhi
4. Marketing Management - Philip Kotler,
Sultan Chand & Sons, New Delhi.
5. Marketing Management - Dr.N.Rajan Nair
Sultan Chand & Sons, New Delhi.