

ARULMIGU PALANIANDAVAR ARTS COLLEGE FOR WOMEN

(AUTONOMOUS)

Re-Accredited with 'B++' by NAAC in 3rd Cycle

(Run by Hindu Religious and Charitable Board under the Aegis of

ArulmiguDhandayuthapani Swami Thirukovil, Palani)

(Affiliated to Mother Teresa Women's University, Kodaikanal)

Chinnakalayamputhur, Palani – 624 615



OUTCOME BASED EDUCATION

SYLLABUS FOR

M.Phil - COMMERCE

MPHILCOMS

2019 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%

The candidate has to clear the entrance examination conducted by Mother Teresa Women's University, Kodaikanal.

3. DURATION OF THE COURSE

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

4. MEDIUM OF THE INSTRUCTION : English

5. 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.

6. 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.

- Two internal examinations will be conducted and the average of this two will be considered for consolidation.
- Required to complete a Dissertation by selecting a research problem.

7. 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

8. PASSING REQUIREMENT

For each paper the passing minimum is 50 per cent.

10. PROVISION FOR DISSERTATION WORK

Evaluation:

Report = 75 : Viva-voce = 25.

11. SUMMATIVE EXAMINATION

Core : Three Hours (Maximum Marks :75)

Answer 5 questions (either/or pattern)

$5 \times 15 = 75$ Marks

PAPER I	:	Research Methodology	-	MRCOC1
PAPER II	:	Techniques of Research	-	MRCOC2
PAPER III	:	Professional Skills	-	MRPS
PAPER IV	:	Area Paper		
		Entrepreneurship Development	-	MRCOED3
		Banking and Financial Services	-	MRCOBF3
		Advanced Financial Management	-	MRCOAF3
		Human Resource Management	-	MRCOHR3
		Marketing Management	-	MRCOMM3

- ❖ **PAPER I, PAPER II** and **PAPER III** are compulsory.

- ❖ Under **PAPER IV** the Scholar can choose any one of the area paper depending upon the specialized field in their research work.

I SEMESTER - PAPER I
RESEARCH METHODOLOGY

Sub Code :MRCOC1

Objectives :

1. To make the students to understand the basic concepts and methods of research.
2. To make the students familiar with the sources of data, applications of research tools and writing of research report.

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

I SEMESTER - PAPER II
TECHNIQUES OF RESEARCH

Sub Code :MRCOC2

Objectives :

1. To strengthen the conceptual understandings of various statistical techniques.
2. To facilitate the students to apply the techniques in the field of research.

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 – Kruskal Wallis test.

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

BOOKS FOR REFERENCE

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

I SEMESTER – PAPER III
PROFESSIONAL SKILLS

Sub code: MRPS

Unit-I-Computer Application Skills:

- Fundamentals of Computers
- Windows Operating System
- Ms-Office-MS-Office Word, Equation Editor, Table Manipulation, Formatting Features, Organizational Chart.
- Ms-Excel-Statistical Functions, Number Manipulation, Chart Preparation with various types of graphs.
- Ms- PowerPoint- PowerPoint Presentation with Multimedia Features.
- Internet and its Applications-E-mail and Attachments, Working with Search Engines.

Unit-II –Communication Skills:

- Skills of communications: Listening,Speaking, Reading and Writing
- Public Speaking
- Writing Skills-Writing Synopsis, Writing Abstracts, Writing Proposals.

Unit-III –Communication Technology:

- Computer-mediated Teaching-Multimedia,E-Mail Content
- Satellite-based Communication- EDUSAT and ETV channels
- Internet in Education.

Unit-IV- Pedagogical Skills:

- Micro Teaching Skills-Introducing, Explaining, Stimulus Variation, Probing Questions, Teaching Aids
- Integration of Teaching Skills.
- Evaluation of Teaching Skills

Unit-V- Instructional Technology:

- Lecture Techniques – Steps, Planning of a Lecture, Lecture Notes Updating, Delivery of Lecture.
- Teaching Learning Techniques- Team Teaching, Group Discussion, Seminar, Workshop, Symposium, Panel discussion, Games and Simulation
- Web –based Instruction.

BOOKS FOR REFERENCE

1. Michael D. and William. *Integrating Technology into Teaching and Learning: Concepts and Applications*, New York, Prentice Hall, 2000.
2. Jonathan Anderson and Tom van Weart: *Information and Communication Technology in Education; A Curriculum for Schools and Programme of Teacher Development*, UNESCO, 2002.
3. Pandey S.K, *Teaching Communication*, New Delhi, Commonwealth Publisher, 2005.
4. Sharma R.A, *Fundamentals of Education Technology*, Meerut, Surya Publication, 2006.
5. KumBabu A. and Dandapani S, *Microteaching(Vol.1 and Vol.2)*, Hyderabad, Neelkamal Publications, 2006.
6. Vanaja M. and Rajasakhar S, *Computer Education*, Hyderabad, Neelkamal Publications, 2006.
7. Bela Sharma, *Curriculum Reforms and Teaching Methods*, New Delhi, Sarup & Sons, 2007.

SEMESTER II – PAPER IV

AREA PAPERS

ENTREPRENEURSHIP DEVELOPMENT

Sub code: MRCOED3

Objective:

To strengthen the conceptual understanding of various aspects of entrepreneurship, methods of project selection, appraisal and institutions assisting entrepreneurs.

Unit I

Entrepreneur – Meaning, Definition, Characteristics - Functions – Types – Qualities of successful Entrepreneurs – Entrepreneurship – Growth – Role of Entrepreneurship in Economic Development – Importance – Barriers – Women Entrepreneurs – Concept – Growth – Functions – Types – Motivating factors – Factors influencing women entrepreneurs – Problems of Women entrepreneurs – Remedial measures.

Unit II

Project Identification and classification – Meaning – Classification – project life cycle – Project Formulation – Need for project formulation – concept of project formulation – significance – Elements – Project Selection – Project formulation and financial institutions – Project formulation and the Government - Project appraisal – Meaning – Definition – Various analysis.

Unit III

Starting a Small Scale Industry – steps for starting a small industry – selection of types of organization – incentives and subsidies – sickness in small scale industries.

Unit IV

Institutional support to Entrepreneurs: DIC – SIDO, NSIC, SSIB, SSIC, SISI, SIDCO – SIPCOT, KVIC, ITCOT, Commercial Banks. Institutional Finance to Entrepreneurs – IFCI, ICICI, IDBI, IRBI – SIDBI, LIC, UTI, SFC, SIDC, TIIC, EXIM Bank.

Unit V

Rural Entrepreneurship – Meaning and types – Need – Problems in growth of Rural Entrepreneurship – Components of Village and small industries – KVIC and its seven groups – steps taken by Government – Modernisation of rural industries.

BOOKS FOR REFERENCE:

1. Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing house, New Delhi.
2. Entrepreneurship Development, C.B Gupta and N.P Srinivasan, Sultan Chand and Sons, New Delhi.
3. Entrepreneurship Development (Principles Policies and Programmes), P.Saravanel, Ess Pee Kay Publishing house, Chennai.
4. Entrepreneurship Development, E. Gordon and K.Natarajan P Srinivasan, Himalaya Publishing house, New Delhi.
5. Entrepreneurship Development, S.S. Khanka, Sultan Chand and Sons, New Delhi.
6. Entrepreneurship, MadhurimaLall and SkikhaSahai, Excel Books, New Delhi.

SEMESTER II – PAPER IV

AREA PAPER

BANKING AND FINANCIAL SERVICES

Sub code: MRCOBF3

Objective:

To make the learners to grasp the various aspects of commercial banking and financial services

Unit I

Commercial Banking – Classification of Banks - Branch Banking – Unit Banking- Development Banking – Universal Banking- Investment Policy of a Commercial Bank- Asset Structure of Commercial Bank- - Liquid Bank Asset – Bank Credit And Bank Deposits- Technique of Credit Creation - Functions and Services of Commercial Banks – Agency Services – General Utility Services.

Unit II

Sources of Rural Finance- Credit Delivery Mechanism In Rural Finance- Cooperative Credit Institutions- Cooperative Agricultural and Rural Development Banks- Commercial Banks and Rural Credits- Regional Rural Banks- Lead Bank Scheme- Service Area Approach- NABARD - Micro Credit by Banks – Credit to Micro, Small and Medium Enterprises- Financial Inclusion.

Unit III

Meaning And Classification of Financial Services – Fund Based Activities – Non-Fund Based Activities – Sources of Revenue – Causes For Financial Innovation – New Financial Products And Services – Innovative Financial Instruments – Present Scenario; Merchant Banking – Definition – Origin – Services of Merchant Banking – Qualities of Merchant Banker – Merchant Banker vs. Lead managers – Guidelines – Merchant Banker in the Market Making Process – Progress of Merchant Banking In India.

Unit IV

Meaning, Features And Scope of Venture Capital – Importance And Initiative of Venture Capital In India – Venture Capital Guidelines – Method of Venture Financing – Indian Scenario – Meaning and Origin of Mutual Funds – Classification of Mutual Funds –

Importance of Mutual Funds – Risks – Organisation of the Mutual Funds - Facilities available to Investors – Net Asset Value – Investors Rights.

Unit V

Credit Rating – Origin and meaning of Credit Rating – Functions of Credit Rating – Benefits of Credit Rating – Credit Rating Agencies in India – CRISIL – IICRA – CAREDECE – ONICRA – SEBI Guidelines – Limitations of Credit Rating – Future of Credit Rating in India.

BOOKS FOR REFERENCE:

1. Gorden.E and Natarajan.K,*Financial Markets and Services*,Delhi, Himalaya Publishing House
2. Sundaram.K.P.M., Varshney.P.N., *Banking Theory Law and Practice*, New Delhi, Sultan Chand & Sons,
3. Gurusamy.S, *Merchant Banking and Financial Services*, New Delhi, Tata McGraw Hill Education Pvt Ltd,
4. Avadhani.V.A., Himalaya, *Marketing of Financial Services and Markets*, Delhi, Publishing House,
5. Radhaswami.M&Vasudevan.S.V., *Banking*, Schand& Co Ltd.

SEMESTER II – PAPER IV

AREA PAPER

ADVANCED FINANCIAL MANAGEMENT

Sub code: MRCOAF3

Objective:

To make the learners to understand the various application in Financial Management.

Unit I

Financial Management – Meaning – Scope – Objectives. Concept of International Financial Management, Merger, Acquisition and Reconstruction (**Theory only**).

Ratio Analysis – Meaning of Ratios – Classification of Ratios – Meaning - Preparation of Fund Flow and Cash Flow Statements.

Unit II

Capital budgeting – Meaning – Significance – Techniques of Ranking Investment Proposals – Discounted Cash Flow Techniques – Non-Discounted Cash Flow Techniques – Risk Analysis in Capital Budgeting – Concept of Risk – Incorporation of Risk Factor – General Techniques – Quantitative Techniques.

Unit III

Leverage – Meaning – Financial Leverage – Operating Leverage – EBIT and EPS Analysis. Capital Structure – Theories of Capital Structure – Determinants of Optimal Capital Structure (**Theory only**).

Unit IV

Cost of Capital – Meaning – Cost of Debt, Preference Share, Equity Share and Retained Earnings – Weighted Average Cost of Capital.

Unit V

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

Note :50% theory and 50% problems.

BOOKS FOR REFERENCE

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

SEMESTER II – PAPER IV

AREA PAPER

HUMAN RESOURCE MANAGEMENT

Sub Code :MRCOHR3

Objectives:

1. To give exposure to the students on the framework of Human Resource Management at various levels of corporate structure.
2. To impart knowledge on various principles and techniques of Human Resource Management

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.

BOOKS FOR REFERENCE:

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

SEMESTER II – PAPER IV

AREA PAPER

MARKETING MANAGEMENT

Sub Code: MRCOMM3

Objectives :

1. To impart knowledge on the framework of marketing management at various environmental constraints.
2. To analyse marketing opportunities, product and pricing decisions, segmentation and to know the recent developments in Marketing Management

Unit I: Introduction to Marketing Management : Concept and Importance of Marketing- Marketing concept and its Evolution- Modern Marketing Concept-Components of Modern Marketing Concept-Marketing Functions –Marketing Planning: Importance- Marketing Planning Process- Strategic Marketing Planning-Operational Marketing Planning- Customer Relationship Management : Meaning – Process of CRM.

Unit II: Analysing Market Opportunities: Analysing the Marketing Environment- Economic, Demographic, Social, Cultural, Technical, Political & Legal – Marketing Information (MIS)- Meaning- Benefits- Marketing Research – Meaning –Definition- Scope— Importance- Marketing Research Process-Difference between MIS And Market Research.

Unit III: Product Management: Concept of A Product; Classification of Products; Major Product Decisions-Product Line And Product Mix; Branding- Meaning – Importance – Branding Strategies- Packaging - Meaning-Types of Packages – Labeling - Meaning – Classification of Labels - Product Life Cycle –New Product Development - New Product Planning Process - Pricing Decisions- Factors affecting Price Determination- Pricing Policies and Strategies.

Unit IV : Segmentation, Targeting, Positioning : Definition –Need -Bases for Segmenting the Market – Philosophies of Market Segmentation-Segmenting Industrial Marketing- Targeting : Selection and Strategies; Positioning – Concept, Bases And Process.

Unit V: Recent Development Marketing: Direct Marketing: Concept- Importance- Marketing Mix for Direct Marketing -Future of Direct Marketing in India Rural Marketing: Importance- The Rural Consumer - Marketing Mix for Rural Markets-. Problems of Rural Marketing- Strategy for Rural Marketing - Online Marketing - Meaning and Definition –

Importance - Kinds - Advantages And Disadvantages- Green Marketing: Meaning - Importance – Marketing Mix And Strategy - Problems of Green Marketing.

BOOKS FOR REFERENCE:

1. RajanSaxena, *Marketing Management*, New Delhi, Tata McGraw- Hill Ltd
2. Memoria.C.B. and Joshi, *Marketing Management*, Alahabad, KitabMahal
3. Ramasamy and Namakumari, *Marketing Management*, India, Macmilan
4. Pillai.R.S.N. and Bhagavathy, *Marketing Management*, New Delhi, S. Chand & Sons
5. Philip Kotler, *Marketing Management*, New Delhi, Sultan Chand & Sons
6. RajanNair.N., *Marketing Management*, New Delhi, Sultan Chand & Sons