

# **Sri Kaliswari College (Autonomous), Sivakasi**

(Affiliated to Madurai Kamaraj University)

Re-Accredited with 'A' grade (CGPA 3.30) by NAAC



## **Programme Scheme, Scheme of Examination and Syllabi**

(For those who join from June 2018 and afterwards)

# **PG Department of Commerce**

**Research Programmes – M.Phil**

## **Curriculum Design and Development Cell**

### **Annexure R**

**Sri Kaliswari College (Autonomous), Sivakasi**  
**PG Department of Commerce**  
**M.Phil (Commerce) (Semester) - (2018-2019)**  
**Objectives, Outcomes, Regulation**

**Programme Objectives:**

- To understand the basics of research
- To inculcate the ability to analyse the problem in a scientific method.
- To increase the ability to write research report

**Programme Outcomes:**

**Knowledge**

PO 1: Research Oriented knowledge and updated acumen.

PO 2: Application of research on emerging recent trends.

**Skills**

PO 1: Contribution to research culture through publications.

PO 2: Ability to take up Minor/ Major research projects

**Attitude**

PO 1: Technological Competency for global needs.

PO 2: Competency to address latest socio economic issues.

**Programme Specific Outcomes:**

**Knowledge:** Core courses like research methodology, advanced financial management helps indepth knowledge in research and recent advances of commerce.

**Higher level ability:** Designing a research work for a period of 6 months provokes the students to do Ph.D. in various fields of commerce

**Regulation:**

**Duration of the programme : one year** years (equivalent to Two Semesters)

**Eligibility:**

Candidate should have passed in M.Com, M.Com (CA), M.Com (E-Com), M.Com (CS), and Master Degree in Bank Management.

**Medium of Instruction** : English

**Age Limit:**

Max age limit : No Age Limit

**Transitory Permission:**

Students joined from 2018 - 2019 may be permitted to write their examinations in this pattern up to April 2023.

**Sri Kaliswari College (Autonomous), Sivakasi**  
**PG Department of Commerce**  
**Choice Based Credit System - Curriculum Pattern**  
**Research Programme – M.Phil (Commerce)**  
**(2018 – 2019)**

	Course Code	Title	Hours	Credits
SEM I	18HCPC11	Core – I Research Methods in Commerce	6	5
	18HCPC12	Core – II: Advanced Financial Management	6	5
	18HCPO11	Elective I: Marketing Management	6	5
	18HCPO12	Elective II: Human Resource Management	6	5
SEM II	18HCPJ21	Dissertation	18	5
		Total	36	20

**Sri Kaliswari College (Autonomous), Sivakasi**  
**PG Department of Commerce**  
**Research Programme - M.Phil (Commerce)**  
**Semester – I**  
**(2018 - 2020)**

**Core – I: Research Methods in Commerce (18HCPC11)**  
**(For those who join from June 2018 and afterwards)**

<b>Credit</b>	<b>: 5</b>	<b>Int.Mark</b>	<b>:40</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Ext.Mark</b>	<b>:60</b>
<b>Duration</b>	<b>: 90 Hours</b>	<b>Max.Mark</b>	<b>:100</b>

**Course Objectives:**

- To enhance the abilities of learners to understand research in Business and Social perspectives.
- To make the students to equip with the basic knowledge in making research.
- To build the learners familiar with the basic statistical tools and techniques applicable for research.

**Course Outcomes:**

1. Students could understand the objectives of research and the steps involved in research process.
  2. They can use different data collection methods and sampling design techniques in their own research.
  3. Analyze the collected and processed data with the help of statistical tools.
  4. Interpret the data and prepare a research report.
  5. Students can have understanding of the various approaches and tools required for special decision situations.
  6. They can understand the challenges while implementing successful projects and also the project review process.
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**Unit I**

**(18 hrs)**

**Introduction and Planning of Research:** Meaning – Purpose – Types of research – Surveys – Case study- The planning process – Selection of a problem for research – Formulation of research problem – Hypotheses – Research design

**Unit II**

**(18 hrs)**

**Method of collection of data and Tools for data collection:** Sources of data – Primary – Secondary – Methods of collecting primary data – Survey method – Personal interviewing –

Telephone interviewing – Mail survey – Observation method – Experimental method. Construction of schedules and questionnaires – Scaling technique – Nature of rating scales – Ranking scales – Scale construction. Pilot study and Pre-test.

### **Unit III**

**(18 hrs)**

**Sampling Techniques:** Sampling Techniques- Probability – Non-probability sampling technique – Sampling design – Sample size – Sampling and Non- sampling errors

### **Unit IV**

**(18 hrs)**

**Data processing and Report writing:** Processing of data - Editing – Coding – Tabulation. Research report – Types of Research reports – Style of reporting – Steps in drafting reports – Contents of Research report.

### **Unit V**

**(18 hrs)**

**Statistical Tools:** Correlation – simple- partial- multiple- Regression- (simple, partial, multiple) – Linear growth rate; compound growth rate. Testing of hypothesis (Z.T.F.X<sup>2</sup> test)

### **Text Books:**

1. Krishnaswami, O.R “Methodology of Research in Social Sciences”, Himalaya Publishing House, New Delhi, 2007.

<b>Unit</b>	<b>Text Books</b>	<b>Chapter</b>	<b>Section</b>	<b>Page No.</b>
I	1	1,2,3,5	-	1 – 62, 72 – 117
II	1	7,8,9	-	163 – 270
III	1	6	-	118 – 162
IV	1	10	-	271 – 294
V	1	12	-	386 – 433

### **Reference Books:**

1. Kothari, C.R. “Research Methodology”, Wiley Eastern Ltd., New Delhi, 2006.
2. Research Methods in Commerce, Amarchand, D., Emerald Publications, Chennai, 2005.
3. Methods for Social Survey and Research, Bajpai, S.R, Kitab Ghar, Kanpur, 2005.
4. Anderson, J., Durson, B.H., and Poole, M., 2005, Thesis and Assignment Writing, Wiley Eastern Ltd., New Delhi.

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**PG Department of Commerce**  
**Research Programme - M.Phil (Commerce)**  
**Semester – I**  
**(2018 - 2020)**

**Core – II: Advanced Financial Management (18HCPC12)**  
**(For those who join from June 2018 and afterwards)**

<b>Credit</b>	<b>: 5</b>	<b>Int.Mark</b>	<b>:40</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Ext.Mark</b>	<b>:60</b>
<b>Duration</b>	<b>: 90 Hours</b>	<b>Max.Mark</b>	<b>:100</b>

**Course Objectives:**

- To impart the knowledge of Financial management for the success of business
- To know the value of money in different period on various investment.
- To understand different source of finance to raise capital for the business.
- To inculcate the decision making skill in financial matters with Constraints.

**Course Outcomes:**

At the end of this course, students should be able to:

1. Understand the analysis of operating and financial activities with the help of financial statements
  2. Calculate the cost of debt, cost of equity and the Cost of Capital, and understand the theories of capital structure.
  3. Describe how firms allocate their funds through the application of capital budgeting.
  4. Explain the capital structure and analyze how financing decisions influence firm value
  5. Describe how dividends are paid and explain factors that affect a firm's dividend policy
  6. Discuss how management uses financial planning models in the planning process and explain what factors determine a firm's sustainable growth rate.
  7. Understand the importance, components and factors influencing working capital management.
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**Unit I**

**(18 hours)**

**Financial Management** – Meaning, Definition and Functions – Scope – Objectives – Key activities of Financial Management – Organizations of Finance Section- An outline of Financial Systems in India. **Financial Analysis** – Financial Statement Analysis – Ratio Analysis – Cash and Fund Flow Analysis – Marginal Costing and Break Even Analysis – Social cost benefit analysis.

**Unit II****(18 hours)**

**Capital Budgeting** – Principles and Techniques – Pay back method – Discounted Cash Flow Method (DCF) – Time Adjusted (TA) – Techniques – Present value (PV) / Net Present Value (NPV) Method – Internal Rate of Return (IRR) Method – Average Rate of Return – Technical Value Method. Analysis of Risk and Uncertainty – Definition of Risk – Sensitivity Analysis – Risk evaluation approaches – Risk Adjusted Discount Approach – Probability distribution approach – Decision Tree Approach. **Working Capital Management** – Permanent and temporary working capital – Changes in working capital- Determinants of working capital – Computation of working capital- working capital financing – trade credit – bank credit – Commercial paper- Factoring.

**Unit III****(18 hours)**

**Cost of Capital** – Definition – Importance- Assumptions – Explicit and Implicit costs – Measurement of specific cost – cost of equity – cost of debt – cost of retained earnings- cost of preference shares – computation of overall cost of capital. **Capital Structure** – Factors influencing financial decisions – Methods of financing – Theories of capital structure – capital gearing – **Financial Leverage** and Operating Leverage.

**Unit IV****(18 hours)**

**Dividend and Dividend Policy** – Meaning, Classification and sources of dividend - Factors influencing dividend policies – Theories of dividend decisions – Irrelevance and relevance theory – Generally accepted dividend policies.

**Unit V****(18 hours)**

**Mergers, Acquisitions and Takeovers** – Reasons for merger – Legal and tax aspects of merger – Financial aspects of a merger – Purchase of a division/plant – Takeovers. **International Financial Management** – Foreign Exchange Market – Financial Exports – Foreign currency finance – Documents used in Foreign Trade – Foreign Exchange Exposure – Management of foreign exchange exposure

**Text Book:**

1. Dr.S.N. Maheshwari, “Financial Management”, Sultan Chand & Sons, New Delhi, 2010.

Unit	Text Books	Chapter	Section	Page No.
I	1	A1,B1	-	A1 – 31,B1-20
II	1	D5,7	-	D213– 284,D325-383
III	1	D9,2,10	-	D415 –423,D39-87,D455-465
IV	1	D11	-	D481 – 509
V	1	E6	-	E145-181

**Books for Reference:**

1. Naresh K. Malhotra , ‘Financial Research’’ Pearson Education. New Delhi.2004
2. I.M. Pandey, ‘Financial Management’’ Vikas Publishing House Pvt.Ltd, New Delhi.2004.

**Sri Kaliswari College (Autonomous), Sivakasi**

**PG Department of Commerce**

**Research Programme - M.Phil (Commerce)**

**Semester – I**

**(2018 - 2020)**

**Elective I: Marketing Management (18HCPO11)**

**(For those who join from June 2018 and afterwards)**

**Credit : 5**

**Int.Mark :40**

**Hours/Week : 6**

**Ext.Mark :60**

**Duration : 90 Hours**

**Max.Mark :100**

**Course Objectives:**

- To gain advanced knowledge about marketing.
- To know the various terms and concepts in marketing.
- To give an opportunity to learn the advanced of marketing.

**Course Outcomes:**

1. Identify core concepts of marketing and the role of marketing in business and society.
2. Knowledge of social, legal, ethical and technological forces on marketing decision making.
3. Develop marketing strategies based on product, price, place and promotion objectives.
4. Evaluate the impact of changing global, political, economic, competitive, environmental, cultural and social systems on marketing strategy development.
5. Examine the role of consumers as pursers and uses goods and services using various theories.
6. Develop a strategically focused integrated marketing communication plan based on research and analysis of a brand, its competition, and consumer behaviour, using appropriate communications strategies.
7. Work in a manner consistent with law and professional standards, and protocols as it relates to marketing, advertising, promotion and ethical considerations.

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**Unit I**

**(18 hrs)**

**Marketing and Marketing Management:** An Introduction Marketing and Marketing Management- Evolution of marketing concept, Modern Marketing concept, Different Approaches to Management, Elements of Functions of Marketing, Features and objectives of marketing, Importance of Marketing- Scope of marketing, Marketing process, Social Marketing . Meaning, Definition, Scope, Nature and Importance of Marketing Management – Functions of Marketing Manager or Marketing Management – Distinguish between Sales Management and Marketing Management – Tasks of Marketing Management.

## Unit II

(18 hrs)

**Marketing Mix, Market Segmentations and Consumer Behavior:** Marketing Mix- Meaning and definition of Marketing Mix – Elements of Marketing Mix – Factors Affecting Marketing Mix. **Market Segmentation-** Importance and Benefits of Market Segmentation- bases for Market Segmentation- Alternative Strategies towards Market Segmentation – Elements of Market Segmentation – Market Targeting – Market Positioning – Positioning Strategies. **Consumer Behavior-** Factors Influencing Buyer Behavior- Buying Decision Process – Stages of Buying Decision Process.

## Unit III

(18 hrs)

**Product Planning and Development, Pricing and Physical Distribution: Product-** Meaning, Definition, Characteristics, And Types of Products – Product Mix – Dimension of Product Mix - Product Mix Strategies – Product Life Cycle Stages – Product Planning – Stages in New Product Development – Test Marketing – Product Modification – Product Elimination – Product Diversification. **Pricing-** Meaning and Role of Pricing – Types of Pricing – Pricing in Theory and Practice – Management of Pricing – Selecting a Pricing Method. **Physical Distribution-** Meaning and Definition of Physical Distribution- Activities Involved in Physical Distribution – Channels of Distribution- Middlemen- Wholesaler and Retailers – Transportation – Functions and Types of Transport – Recent Development in Transportation – Factors Governing the Choice of Mode of Transport.

## Unit IV

(18 hrs)

**Personal Selling, Advertising and Sales Promotions: Personal Selling-** Meaning and Definition – Difference among Personal Selling, Advertising and Sales Promotion – Factors Affecting Personal Selling Decisions. **Advertising-** Definition – Elements – Functions – Advantages – Kinds of Advertising – Advertising Media – Direct Advertising – Advertising Agency. **Sales Promotion -** Definition and Meaning – Types of Sales Promotion Programme.

## Unit V

(18 hrs)

**E-Marketing:** Emergence of E-Marketing, Meaning and Definition of E-Marketing- Meaning, Definition and Benefits of E-Business- E-Marketing's Role in the Business Environment – Environmental Factors Affecting E-Marketing (Legal, Technical Factors and Market Related Factors). **Strategic E-Marketing** – Strategy – Business Models and E-Business Models – Internet Business Models – E- Business Models at Various Levels of Commitment. Performance Metrics – the Balanced Scorecard – Benefits and Application of Balanced Scorecard to E-Business and E-Marketing.

**Text Book:**

1. Dr.C.B.Gupta and Dr. N.Rajan Nair, "Marketing Management", Sultan Chand & Sons, New Delhi, 2015.
2. Judy Strauss, Adel El-Ansary, Raymound Frost,"E-Marketing",Prentice Hall of India Pvt.Ltd,New Delhi,2004.

Unit	Text Books	Chapter	Section	Page No.
I	1	1,2	1.1-1.8,2.1-2.6	1.3-1.21,2.1-2.15
II	1	5,4	5.9-5.14,5.1-5.8,4.1-4.8	5.18-5.24,5.2-5.16,4.1-4.23
III	1	7,8,9,10,11	7.1-7.15, 8.1-8.8,9.1-9.10, 10.1-10.9,11.1-11.6	7.3-7.39,8.1-8.20,9.3-9.23, 10.3-10.47,11.1-11.19
IV	1	14,13,15	14.1-14.11,13.1-13.12, 15.1-15.7	14.1-14.20,13.1-13.25,15.1-15.12
V	1	1,2	I,	2-11,22-36

**Books for Reference:**

1. Philip Kotler & Gary Armstrong ,” Marketing Management” Prentice Hall of India Ltd., New Delhi.
2. Judy Strauss, Adel El-Ansary and Raymond Frost,” E Marketing”, Prentice Hall of India Ltd., New Delhi.
3. J.C.Gandhi ,” Marketing -A managerial Introduction”, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
4. B.S. Rathor and J.S. Rathor,” International Marketing”, Himalaya Publishing House, Mumbai.
5. S.L.Gupta and V.V.Ratna,” Advertising and Sales Promotion Management”, Sultan Chand, New Delhi.

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**Semester – I**  
**(2018 - 2020)**

**Elective II: Human Resource Management (18HCPO12)**  
**(For those who join from June 2018 and afterwards)**

<b>Credit</b>	<b>: 5</b>	<b>Int.Mark</b>	<b>:40</b>
<b>Hours/Week</b>	<b>: 6</b>	<b>Ext.Mark</b>	<b>:60</b>
<b>Duration</b>	<b>: 90 Hours</b>	<b>Max.Mark</b>	<b>:100</b>

**Course Objectives:**

- To learn about the job analysis and human resource accounting.
- To impart the knowledge about the employees recruitment process in an industries.
- To know the various compensation practices for employees organisation.

**Course Outcomes:**

1. Highlight the objectives and functions of HRM.
  2. Familiarize with the concepts of job analysis and human resource accounting.
  3. Exposure on employees recruitment process in industries.
  4. Elucidate the various compensation practices for employee in an organisations.
  5. Familiarize with the techniques of performance appraisal.
  6. Highlight the importance of workers participation in management.
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**Unit I**

**(18 hrs)**

**Human Resource Planning** – Meaning ,Importance, Objectives – Process – Areas – Job Analysis – Purpose, Uses, Contents, Steps and Techniques.

**Unit II**

**(18 hrs)**

**Recruitment and Selection** – Recruitment policy – Sources – Methods – Recruitment Practice in India – Selection Procedure – Scientific selection – Placement , Introduction and Socialization.

**Unit III**

**(18 hrs)**

**Training and Development** – Principles of training – Method of Training – Procedure – Contributions of Training – Evaluation of Training Programme – **Career Development** –

Benefits – **Promotion** – Promotion Practices in India – **Transfer** – Transfer Policy and Procedure – Grievance and Redressal procedures. **Organizational Development**: Meaning, Models and Interventions.

**Unit IV**

**(18 hrs)**

**Performance Appraisal** – Need – Purpose and use of performance appraisal - Appraisal Process – Methods – Essential characteristics of an effective appraisal system – Managerial Methods of Appraisal – Performance Appraisal through Computer – Performance Appraisal based on MBO system.

**Unit V**

**(18 hrs)**

**Human Resources Accounting** – Human Resources Information System – **HRM Research and Audit** – HRM Research and Audit – HRM in changing environment – **International HRM** – Managing Human Resource in Virtual organizations.

**Text Book:**

1. Subba Rao.P,” Personal and Human Resource Management Text& Cases” , Himalaya Publishing House, Mumbai,2010.

Unit	Text Books	Chapter	Section	Page No.
I	1	1		1-26
II	1	5,6		81-94,95-112
III	1	9,11,12,10		152-165,180-185,186-194,170-179
IV	1	8		131-151
V	1	32,35		419-429,454-459

**Books for Reference:**

1. Davar.S, “The Human Side of Management”, , Universal Book Stall, New Delhi, 1991.
2. Rudrabasavaraj.M.N, “Dynamic Personnel Administration Management of Human Resource”s, , Himalaya Publishing House, Bombay, Second Edition 1993.
3. Lallan Prasad & A.M. Banerjee “Management of Human Resources”, Sterling Publishers Pvt. Ltd., Second Edition 1985.