

**SADAKATHULLAH APPA COLLEGE
(AUTONOMOUS)**

(Reaccredited by NAAC with 'A' GRADE and ISO 9001: 2008 certified)

Rahmath Nagar, Tirunelveli – 627 011

PG & RESEARCH DEPT. OF COMMERCE



M.PHIL. (COMMERCE)

UNITIZED SYLLABUS (CBCS)

FOR

(2011 - 2014)

(Applicable for students admitted in June 2011 and onwards)

**(Updated as per the resolutions passed in the
Academic Council Meeting held on 14-03-2013)**

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PG & RESEARCH DEPT. OF COMMERCE**CBCS SYLLABUS FOR M.Phil. (Unaided) (2011 - 2014)
(Applicable for students admitted in June 2011 and onwards)**

Sem	TITLE OF THE PAPER	SUB. CODE	H/W	C	Marks		
					I	E	T
I	Research Methodology	11MCCO11	6	5	25	75	100
	Financial Management	11MCCO12	6	5	25	75	100
Total				10	50	150	200
Area Paper I & II							
The candidate should select any one of the area papers in the second semester related to their proposed topics of research)							
II	Area paper I - Marketing Management (or)	11MECO2A	6	5	25	75	100
	Area paper II - Human Resource Management	11MECO2B					
	Dissertation and Viva- voce	11MDCO22		15	0	100*	100
Total				20	25	175	200
Grand total				30	75	325	400

*(100 = Dissertation 80 marks + Viva-voce 20 marks)

Sem		Credits	Marks		
			Dissertation	Viva Voce	Total
II	Dissertation	15	80	20	100

SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)
DEPARTMENT OF COMMERCE
M.PHIL (COMMERCE) SYLLABUS

I SEMESTER			
RESEARCH METHODOLOGY			11MCCO11
Hrs/Week: 6	Hrs / Sem: 90	Hrs. / Unit : 18	Credits: 5

UNIT I:

Introduction to Research: - Social Research - Nature, significance - Types of Research - Methods of Research

UNIT II:

Research Design - Factors affecting research design - Selection and formulation of a research problem - need and importance of review of literature

UNIT III:

Data resources - Census Vs Sample - Primary Vs Secondary - Sampling techniques - Sample size determination - Selection of Appropriate methods for data collection - Questionnaire design - pilot study - pre-testing - Interviews - Scaling techniques - Collecting Government data - Sources.

UNIT IV:

Processing and analysis - methods - Hypothesis - formulation - testing of hypothesis. Correlation - regression analysis - Chi square - Anova - rating scales - t test (one variable only) - Interpretation

UNIT V:

Preparation of research report - types - layout - essentials of good report format - contents - Editing - Coding - tabulation - steps in drafting report - Annexure - Bibliography.

100% Theory**TEXT BOOK:**

Research Methodology - Dr. N. Thanulingam and A. Arulanandam, Rainbow Publication, Coimbatore

REFERENCE BOOKS:

1. C.R. Kothari - Research Methodology - Methods and Techniques. The New international (P) Ltd., Publishers - 2005
2. Donald R. Cooper, Business Research Methods, Tata McGraw Hill
3. Wilkinson and Bhandakar - Methods and Techniques of Social research
4. Research Methods for Business Students - Mark Saunderer Philp Lewis - Pearsons Publication Singapore Pvt. Ltd.
5. Business Reseach Methods - William G Zilmund Thomson Asia Pvt. Ltd.
6. Scientific Social surveys and Research - Practice Hall of India P.Ltd. - by Paulin V.Young.
7. Thesis and Assignment Writing by Anderson J.Berry. H.D. & Poole, M.
8. Methods of Social Survey and Research - Kitap Ghar, Acharya nagar, Kanpur - 3. - By S.R.Bajpai

I SEMESTER			
FINANCIAL MANAGEMENT			11MCCO12
Hrs/Week: 6	Hrs / Sem: 90	Hrs. / Unit : 18	Credits: 5

UNIT I

Financial Management – meaning – definition – objectives – functions – scope – Significance – Role of Financial Manager – Financial Management with other Areas

UNIT II

Firm's Investment Decisions – Application of capital budgeting – project formulation – project appraisal project report – modern analytical tools – Risk analysis in investment – Cost of capital – concepts

UNIT III

Financing decisions – Theories of capital structure – Financial leverage - internal and external financing methods – Capital structure planning – determinants

UNIT IV

Dividend Policy –factors influencing a firm's dividend policy. Types of dividend payment–consideration in paying dividend

UNIT V

Working Capital Management – Need and importance – Types of working capital - determinants of working capital requirements – current assets management

(Note: 100% theory)

TEXT BOOK:

I.M.Pandey, Financial Management, Vikas Publishing House

REFERENCE BOOKS:

1. Brealey & Myers, Principles of Corporate Finance, McGraw Hill
2. Weston & Brigham, Managerial Finance, Holt Rinehart
3. Schall & Haley, Financial Management, McGraw Hill
4. S.N.Maheshwari, Financial Management, Sultan Chand
5. Khan and Jain, Financial Management, Tata McGraw Hill
6. Prasanna Chandra, Financial Management, Tata McGraw Hill

II SEMESTER – Area Paper I			
EA	Paper – I MARKETING MANAGEMENT		11MECO2A
Hrs/Week: 6	Hrs / Sem: 90	Hrs. / Unit : 18	Credits: 5

UNIT I

Evolution and Development of Marketing: Role of marketing in Modern organizations – Recent Trend in Marketing – classification of markets

UNIT II

Product Strategy and Pricing Policy: Product mix, Brand strategy, Packaging technology and labelling – product life Cycle - price mix – pricing problems – objectives –factors affecting pricing – methods of pricing

UNIT III

Channels of Distribution: Importance – Types – Merits and Demerits – Criterion for selection

UNIT IV

Advertising and Sales Promotion: importance of advertising – Advertising Agencies and their role – Sales Promotion – Methods – Merits – Personal Selling – Importance – Types

UNIT V

Market Segmentation and buying behaviour: Basis of segmentation – need – buying behaviour – factors influencing buying behaviour.

Philip Kotler, Gary Armstrong, John Saunders and Veronica Wong - "Principle of Marketing" (PHI).

BOOKS RECOMMENDED :

1. Cundiff, Still & Covoni - "Fundamentals of Modern Marketing" (Prentice Hall of India)
2. Still, Cundiff & Covoni - "Sales Management" (Prentice Hall of India)
3. Harper W.Boyd & Ralph Westfall - "Marketing Research – Text and Cases" (Richard D.Irwin).
4. Rajan Saxena - "Marketing Management" (Tata McGraw Hill Publishing Company Ltd)
5. Dr.C.B.Mamoria & R.L.Joshi - "Principles and Practice of Marketing in India" (Kitab Mahal)

II SEMESTER – Area Paper II			
EB	Paper – I HUMAN RESOURCE MANAGEMENT		11MECO2B
Hrs/Week: 6	Hrs / Sem: 90	Hrs. / Unit : 18	Credits: 5

UNIT I : Human Resource Function

Human Resource Management – H.R. Planning Changing environments of HRM – Strategic human resource management – trends in HRM – Role of HR managers

UNIT II : Recruitment and Placement

Job Analysis – Methods – recruitment and selection process – promotion from within – sources, Employee Testing and selection process, basis testing concepts - types of test, Selection techniques interviews

UNIT III : Training

Orientation and Training – the training process – training techniques, special purpose training. Developing Managers – Performance Appraisal – Methods – MBO approach – the appraisal interviews

UNIT IV : Compensation

Basis of compensation – determinants of Pay rate – job evaluation – pay for performance and financial incentives

UNIT V : Labour Relations and Employee Security

Industrial relation and collective bargaining – Trade unions – Collective Bargaining - future of trade Unionism – Grievance handling – managing dismissals and separation – Labour Welfare – Importance and Implications of labour legislations – employee health & Safety.

TEXT BOOK :

Human Resource Management – Text and Cases – V.S.P. Rao – Excel Books

REFERENCE BOOKS :

1. Human Resource Management – Desimon, Werner and Harris – Thomson Asia P. Ltd.
2. Human Resource Management – Gary Dessler – Prentice Hall
3. Human Resource Management – Biswajeet Pattanayak - Prentice Hall

Note: The candidate should select any one of the area paper in the second semester related to their proposed topics of research.

II SEMESTER	
DISSERTATION	11MDCO22
	Credits: 15

The following guidelines have to be followed by every candidate while preparing his/her M.Phil. Dissertation

- The Dissertation should be in English
- The candidate has to follow the instructions of the Sadakathullah Appa College Commerce Research Centre with regard to the format and content, the first page, Declaration and certificate to be contained in the dissertation.
- Dissertation text should be typed in usual font with size 12 / 13 on A4 size Executive bond quality paper with double line spacing. Each page should contain at least 20 lines.
- The Dissertation should be submitted in duplicate
- The number of pages in M.Phil. Dissertation should be not less 100 pages inclusive of bibliography and Annexure
- Two bound copies of the M.Phil. Dissertation duly signed by the Guide and Head of the Department should be submitted to the Research Centre
- Candidates shall submit the dissertation to the Research Centre through the Supervisor and Head of the Department within 6 months but not earlier than 5 months from the date of start of the second semester