

# **SADAKATHULLAH APPA COLLEGE**

**(AUTONOMOUS)**

**(Reaccredited by NAAC at an 'A' Grade with a CGPA of 3.40 out of 4.00 in the III cycle An ISO 9001:2008 Certified Institution)**

**RAHMATH NAGAR, TIRUNELVELI- 11.**

**Tamilnadu**

## **PG AND RESEARCH DEPARTMENT OF COMMERCE (Unaided)**



### **CBCS SYLLABUS**

**For**

### **M.Phil. Commerce**

**(Applicable for students admitted in June 2015 and onwards)**

**(As per the Resolutions of the Academic Council  
Meeting held on 23.02.2016)**



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**SADAKATHULLAH APPA COLLEGE (AUTONOMOUS), TIRUNELVELI - 11**

**COURSE STRUCTURE - M. PHIL. COMMERCE**  
**(Applicable for students admitted in June 2015 and onwards)**

I SEMESTER			II SEMESTER		
COURSE	H/W	C	COURSE	H/W	C
Core 1	6	5	Elective (Area paper)	6	5
Core 2	6	5	Dissertation and Viva - voce	6	15
<b>TOTAL</b>	<b>12</b>	<b>10</b>	<b>TOTAL</b>	<b>12</b>	<b>20</b>

  

DISTRIBUTION OF HOURS, CREDITS, NO. OF PAPERS, & MARKS				
SUBJECT	HOURS	CREDITS	NO. OF PAPERS	MARKS
Core	12	10	2	200
Elective (Area paper)	6	5	1	100
Dissertation and Viva-voce	6	15	1	200
<b>TOTAL</b>	<b>24</b>	<b>30</b>	<b>4</b>	<b>500</b>

**TITLE OF THE PAPERS - M. PHIL. COMMERCE**

(The candidate should select any one of the area papers in the second semester related to their proposed topics of research)

SEM	P	TITLE OF THE PAPER	SUB. CODE	H/W	C	MARKS		
						I	E	T
I	C1	Research Methods In Commerce	15MCOC11	6	5	25	75	100
	C2	Functional Management	15MCOC12	6	5	25	75	100
II	E	Advanced Marketing Management	15MCOE2A	6	5	25	75	100
		<b>OR</b> Advanced Financial Management	15MCOE2B					
	D	Dissertation and Viva-voce	15MCOE21	6	15	--	200	200
<b>TOTAL</b>				<b>24</b>	<b>30</b>	<b>75</b>	<b>425</b>	<b>500</b>

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

<b>I SEMESTER</b>			
<b>C1</b>	<b>RESEARCH METHODS IN COMMERCE</b>		<b>15MCOC11</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives**

- To gain the various research methods in commerce (social science) research
- To acquire the depth knowledge in the research methods

**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.

**(Note: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

<b>I SEMESTER</b>			
<b>C2</b>	<b>FUNCTIONAL MANAGEMENT</b>		<b>15MCOC12</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

**Objectives**

- To acquire the depth knowledge to all functional areas of Business

**UNIT – I**

Accounting: Financial statements-analysis and interpretation- Ratio Analysis-Fund flow and Cash flow analysis-marginal costing techniques

**UNIT – II**

Marketing Management: New product development–pricing strategies – distribution channels – Promotional mix-consumer buying behaviour – Customer Satisfaction

**UNIT – III**

Personnel Management: Leadership-meaning-importance- leadership qualities- theories of leadership- employee motivation, morale, absenteeism, job satisfaction

**UNIT - IV**

Financial Management: -scope and importance- cost of capital and capital structure decision – Sources of Capital – factors of capital structure-investment decision-capital budgeting-dividend decision-objectives-functions

**UNIT – V**

Business Management: Process of Management-objectives-functions-planning -principles of organisation- organizational structure- co-ordination-direction-control techniques.

**(Note:100% Theory)**

**Reference Books:**

1. Management Accounting-S.N. Maheswari
2. Cost Accounting – Jain and Narang
3. Essentials of Consumer Behaviour – Carl E. Block & Kenneyth
4. Marketing Management – Philip Kotler
5. Human Resource Management – Thirupathi, Gary dessler
6. Financial Management – S. N. Maheswari , I.M. Pandey

<b>II SEMESTER</b>			
(The candidate should select any one of the area paper in the second semester related to their proposed topics of research.)			
<b>Area Paper - I</b>			
<b>EA</b>	<b>ADVANCED MARKETING MANAGEMENT</b>		<b>15MCOE2A</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

### **Objectives**

- To acquire the depth knowledge regarding Marketing management

### **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.

### **TEXTBOOKS**

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)



<b>II SEMESTER</b> (The candidate should select any one of the area paper in the second semester related to their proposed topics of research.)			
<b>Area Paper - II</b>			
<b>EB</b>	<b>ADVANCED FINANCIAL MANAGEMENT</b>		<b>15MCOE2B</b>
<b>Hrs/Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs. / Unit : 18</b>	<b>Credits: 5</b>

### **Objectives**

- To acquire the depth knowledge regarding Financial management

### **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

<b>II SEMESTER</b>		
<b>D</b>	<b>DISSERTATION</b>	<b>15MCO21</b>
<b>Hrs/Week: 6</b>	<b>Hrs./Sem.: 90</b>	<b>Credits: 15</b>

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 of the Dissertation.
- The first page, Declaration and certificate of the dissertation should be according to the model given at the end of this.
- Dissertation text should be typed in usual MS-Office 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 than 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 through the Research Centre along with the CD containing the softcopy of the Dissertation in PDF format.
- Candidates shall submit the dissertation duly signed by the Supervisor and forwarded by the Head of the Department to the Controller of Examinations within 6 months but not earlier than 5 months from the date of start of the second semester.
- The M.Phil. scholars should attend at least one of the following – training programmes, Workshops, Seminars, Symposiums, etc., and that they should also have a paper either published or received for acceptance in an ISSN / Reputed Journal before submitting the Dissertation. **Scholars who fail to comply with the above are not eligible for the submission of their Dissertation.** Photo copy of the publication/Letter of acceptance for publication should be given as Annexure at the end of the Dissertation.

- Both the Internal as well as External Examiner award 200 marks each for the Dissertation. The distribution of mark will be **120 marks for the Dissertation and 80 marks for the Public Viva-voce Examination**. In the Public Viva-voce Examination the M.Phil. Scholars should present their Dissertation work with PowerPoint Presentation. The Division of marks for the Dissertation is as mentioned below:

<b>Particulars</b>	<b>Internal Examiner</b>	<b>External Examiner</b>
Wording of Title	10	10
Objectives/ Formulation including Hypothesis	10	10
Review of Literature	20	20
Relevance of Dissertation to Social Needs	10	10
Methodology/ Techniq/ Procedure Adopted	30	30
Summary/ Findings/ Conclusion	10	10
Bibiliography/ Annexure/ Foot notes	20	20
Training/ Seminar/ Workshop	10	10
	<b>120</b>	<b>120</b>

The average mark of Internal and External Examiners is considered as marks of project report.

<b>SCHEME OF EXAMINATIONS UNDER CBCS</b>
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The medium of instruction in all PG courses is English and students shall write the CIA and Semester Examinations in English.

**DISTRIBUTION OF MARKS FOR CIA AND SEMESTER EXAMINATIONS**

<b>SUBJECT</b>	<b>TOTAL MARKS</b>	<b>CIA TEST</b>	<b>SEMESTER EXAM.</b>	<b>PASSING MINIMUM</b>		
				<b>CIA EXAM.</b>	<b>SEM. EXAM.</b>	<b>OVER ALL</b>
<b>Theory</b>	100	25	75	Nil	38	50
<b>Project</b>	200	Nil	Report - 120 marks Viva - 80 marks	Nil	---	100

### DIVISION OF MARKS FOR CIA TEST

<b>SUBJECT</b>	<b>MARKS</b>	<b>ASSIGNMENT FOR UG / ASSIGNMENT OR SEMINAR FOR PG</b>	<b>REGULARITY</b>	<b>RECORD NOTE</b>	<b>TOTAL MARKS</b>
<b>Theory</b>	20	5	--	--	<b>25</b>
<b>Practical</b>	30	--	5	5	<b>40</b>

1. The duration of each CIA Test is ONE hour and the Semester Examination is THREE hours.
2. Three CIA tests of 20 marks each will be conducted and the average marks of the best two tests out of the three tests will be taken.
3. The I test will be based on the first 1.5 units of the syllabus, the II test will be based on the next 1.5 units of the syllabus and the III test will be based on the next 1.5 units of the syllabus.
4. Two examiners for M.Phil. Courses.

**QUESTION PAPER PATTERN FOR CIA TEST (THEORY)**

**Duration: 1 Hr**

**Maximum Marks: 20**

<b>Section</b>	<b>Question Type</b>	<b>No. of Questions &amp; Marks</b>	<b>Marks</b>
<b>A</b>	No Choice Answer should not exceed 75 words	2 Questions 2 marks each	$2 \times 2 = 4$
<b>B</b>	Internal choice (Either or type) Answer should not exceed 200 words	2 Questions 4 marks each	$2 \times 4 = 8$
<b>C</b>	Open Choice (Answer ANY ONE out of Two) Answer should not exceed 400 words	1 Question 8 marks	$1 \times 8 = 8$
<b>TOTAL</b>			<b>20 MARKS</b>

**QUESTION PAPER PATTERN FOR SEMESTER EXAMINATION (THEORY)**

**Duration: 3 Hrs**

**Maximum Marks: 75**

<b>Section</b>	<b>Question Type</b>	<b>No. of Questions &amp; Marks</b>	<b>Marks</b>
<b>A</b>	No Choice Answer should not exceed 75 words	10 Questions - 2 marks each (2 Questions from each unit)	$10 \times 2 = 20$
<b>B</b>	Internal choice (Either or type) Answer should not exceed 200 words	5 Questions with internal choice. Each carries 5 marks (Two questions from each unit)	$5 \times 5 = 25$
<b>C</b>	Open Choice (Answer ANY THREE out of FIVE) Answer should not exceed 400 words	3 Questions out of 5 - 10 marks each (1 Question from each unit)	$3 \times 10 = 30$
<b>TOTAL</b>			<b>75 MARKS</b>

(Model for the Title Page of the Dissertation)

# **TITLE OF THE DISSERTATION**

*Dissertation Submitted to the Sadakathullah  
Appa College (Autonomous) in partial fulfillment of the  
requirements for the award of the degree of*

**MASTER OF PHILOSOPHY (MAJOR)**

Submitted by

## **NAME OF THE CANDIDATE**

(REGISTER NO. XXXXXXXXX)

*Under the guidance of*

## **NAME OF THE GUIDE**

Designation of the Guide

Sadakathullah Appa College (Autonomous)

Tirunelveli – 627011



**PG & RESEARCH CENTRE IN (MAJOR)  
SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)  
TIRUNELVELI – 627011  
MONTH, YEAR**

(Model for the Certificate of the Dissertation)

## **Name and Qualification of the Guide,**

Designation of the Guide,

Sadakathullah Appa College (Autonomous)

Rahmath Nagar,

Tirunelveli – 627011

## **CERTIFICATE**

Certified that the dissertation work with the title, **“TITLE OF THE DISSERTATION”** submitted by **NAME OF THE CANDIDATE** with the register number XXXXXXXX in partial fulfillment of the requirements for the award of the degree of **Master of Philosophy in (Major) at the PG & Research Centre in (Major), Sadakathullah Appa College (Autonomous)**, is a work done by the candidate during the period 20XX-XX, under my guidance and supervision and this dissertation or any part thereof has not been submitted elsewhere for any other Degree or Diploma.

Tirunelveli – 627011

DD-MM-YEAR

**(NAME OF THE GUIDE)**

**Forwarded**



(Model for the Declaration by the Candidate)

**Name of the candidate,**

M.Phil. Scholar, (Register No.: XXXXXXXX)

PG & Research Centre in XXXXXXXX,

Sadakathullah Appa College (Autonomous),

Rahmath Nagar, Tirunelveli – 627011

**DECLARATION BY THE CANDIDATE**

I hereby declare that, the dissertation with the title, **“TITLE OF THE DISSERTATION”** submitted in partial fulfillment of the requirements for the award of the degree of **Master of Philosophy in XXXXXXXX** at **the PG & Research Centre in XXXXXXXX , Sadakathullah Appa College (Autonomous)**, is my original work done under the guidance of **Name of the Guide, Designation of the Guide, Sadakathullah Appa College (Autonomous), Tirunelveli – 11** and this work has not been submitted elsewhere for any other Degree or Diploma.

Tirunelveli – 627011

DD-MM-YEAR

**(Signature of the Candidate)**

**Counter signed**

**(Signature and Seal of the Guide)**

Examiner 1:

Examiner 2: