



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613403 - TAMILNADU

DEPARTMENT OF COMMERCE

M.Phil

SYLLABUS

(REGULATION 2020)



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613403 - TAMILNADU

DEGREE: M.Phil

PROGRAMME OBJECTIVES:

1. To make the students to develop a comprehensive ideas of commerce and trade
2. To educate the students about the promotion of knowledge about business
3. To sensitize about the emerging challenges and issues across the Globe in Trade and Commerce.
4. To address manpower requirement in the field of Human Resource Management
5. To keep pace with the development in the areas of management
6. Provide training required for undertaking research in commerce
7. Prepare scholars for undertaking higher responsibilities in such areas as Financial Management, Human Resource Management, and Marketing Management.

COURSE STRUCTUR

COURSE STRUCTURE

SEMESTER - I					
COURSE CODE	COURSE TITLE	L	T	P	C
203COC11	Research Methodology	2	2	0	2
203COC12	Advanced Functional Management	2	2	0	2
203COC13_	Optional	2	2	0	2
(Common Paper)	Research and Publication Ethics	2	2	0	2
Total		08	08	00	08
SEMESTER - II					
203COC21	Project Work				02

OPTIONAL

SEMESTER	COURSE CODE	COURSE TITLE
I	203COC13A	Optional –I Marketing Management
	203COC13B	Optional –II Human Resource Management
	203COC13C	Optional – III Financial Management

PROGRAMME OUTCOMES:

1. Acquired the knowledge in the field of commerce
2. Familiarizes the students about the promotion of human relations
3. Provide a source of inspiration by appearing competitive exams
4. Understand the emerging changes in the field of Foreign Trade and Commerce
5. Acquired the knowledge about placement
6. Know the Social responsibilities of business

M Phil- SYLLABUS

(For the candidates admitted from the academic year 2020-2021 onwards)

PAPER – I Research Methodology

(Common for all Subjects except Languages)

Unit – I:

Methods and Technique. An introduction – Defining the research problem – What is a research problem?, Selecting the problem, Necessity of defining the problem, Technique involved in defining the problem, An illustration and conclusion. Research design – Meaning of research design, Need for research design, Features of good design, Important concepts of relating to research design, different research designs, Basic principles of experimental design and conclusion.

Unit – II:

Assignment and Thesis at the tertiary level: Writing at the tertiary level – assignments and term papers, thesis and dissertations, conventions of writing-the question of style. Planning the assignment – A time schedule, consulting source materials, preparing a work bibliography, taking notes, the outlines and the first draft. Planning the thesis – selecting a topic, reviewing the literature, designing the study and the chapter outline. Scholarly writing – a case study

Unit – III:

Writing the thesis or assignment: General format – preliminaries, the text, the reference material, the abstract and final product Page and Chapter format – chapter divisions and sub-divisions, spacing, pagination, margins, paragraph indentation and sample pages Tables and

Figures – use of tables and figures, placement of tables and figures, Numbering of tables, numbering of pages, numbering of figures, table and figure captions, format of tables, format of figures, preparation of figures, foot notes to tables and figures, very large table and figures, pagination and margin, spacing and alignment, abbreviations and special symbols and numbers. Referencing – Reference systems, Essential informations, spacing capitalization and underline, alphabetical and chronological order, edited works and sum special cases.

Unit – IV:

Computer packages and Internet: Word Basics – Creating and working with documents – working with text and tables – Using Mail Merge. Using Excel: Working with worksheets – creating chart – working with Formula and Functions. Using Power Point: Working with power point – User Interfaces – Using templates and wizard (slide Presentation) - - Creating chart and Tables. Internet and World Wide Web (WWW) – Electronic Main (E-mail) – Intranet and Extranet.

Unit – V:

Descriptive statistics – tabulation, graphical representation – bar diagram – and pie diagrams – various measures of variance, measures of central tendency and normal distribution. Differential statistics “t” test, Chi – square test, “F” test (ANOVA) co -variance (ANCOVA) correlation and multiple regression analysis - Introduction to SPSS.

References:

- Thesis and Assignment writing by Janarthan Anderson and others – Wiley – Eastern Ltd, 1970. Part I Sections 1,2,3,4. Part II Sections 5,6,9,10.
- Research Methodology by C.R. Kothari, Chapter 1,2,3.
- Microsoft Office 2003 – Edward C. Willet. First Edition 2004, Wiley Publications, USA , (Chapters 2,3,4,5,6,12,14,15,26,28,29)

PAPER II

ADVANCED FUNCTIONAL MANAGEMENT

Course Objectives:

1. To enable the research scholars understand the research domains relating to financial management
2. To familiarize the scholars with research issues connected with Human Resource Management
3. To expose the scholars with the various elements of marketing research
4. To enable the scholars to be aware of the research avenues in portfolio management
5. To gain new knowledge of the issues afflicting the financial institutions and understand the research scope in them.

UNIT I

Management :Management Revisited - Scope & Objectives - Management Process - Principles of Planning –Organizing- Direction -Motivation - need and importance- Motivation theories -Maslow Herzberg -Mc Clelland- Mc Gregor -Porter Lawler and Victor Vroom - Relevance of Motivation in Indian Context – Communication- Recent Trends in Management Science

UNIT II

Financial Management: Objectives - Functions - capital structure – determinants – leverages – types – working capital Management- Sources of Finance - Leverage Capital Structure Design - Capital Budgeting - Dividend Policy - Working Capital Management .

UNIT III

Human Resources Management: Evolution & Growth - Planning & Organizing HR Function - Manpower Planning - Job Analysis & Job Description - Recruitment & Training - Performance Appraisal - Organizational Change Recent Trends in HR - Objectives of HR - Recruitment Management – Training and Development – Compensation Administration - Performance Management – Employee engagement .

UNIT IV

Financial Institution Management : Bank Management – E-banking – payment banks including post office services – insurance management – bancassurance – co-operation management – credit management – NPA – types – challenges faced by financial institutions.

UNIT V

Marketing Management: Elements - Retail Management – Customer Relationship Management – Advertisement Management – E- marketing – mobile marketing – green marketing – services marketing

TEXT BOOKS RECOMMENDED:

1. Dale, Earnest, Management Theory & Practice , McGraw Hill, NY
2. Maheswari S.N., “Financial Management”, (New Delhi : Sultan Chand)
3. Lawrence, A Ralt, Robert & Hurdick & Fred E Schuster, Human Resource Management: A Behavioural Systems Approach , Richard D Irwin, Homewood, Illinois.
4. Natarajan L, “Investment Management” (Chennai : Margham Publications)
5. R.S.N. Pillai and Pagavathy, “Modern Marketing” (New Delhi : S Chand & Sons)

Course Outcomes:

1. Scholars would learn to appreciate the various research domains relating to financial Management
2. Scholars would have understood the research scope available in Human Resource Management
3. Scholars would have got an exposure to various elements of marketing research
4. Scholars would be aware of the research avenues in portfolio management
5. Scholars would have acquired the ability to solve the issues emanating from the performance of various financial institutions.

PAPER III
MARKETING MANAGEMENT

UNIT – I

Evolution of Marketing: Modern views on Marketing - The core concepts of Marketing - Environment Marketing Strategy - Consumer Behavior - Market Segmentation - Marketing Information system and Marketing Research.

UNIT II

Product Decision: Product Mix decision- Product Positioning Life Cycle - Marketing Strategies on for Introduction –Growth - maturity and declining stages - New product development process - Various stages in new product Development process

UNIT III

Pricing Decisions: Pricing Objectives - Policies - Strategies - Selecting a Pricing Method - New Product Pricing - Pricing Strategies for different stages in the Life Cycle of a product - skimming pricing Strategies - Penetration Pricing Strategies.

UNIT IV

Channel Decision: Role of distribution Channels - Channel Functions - Channel Levels - Channel Management Decisions - Factors Governing choice of Channel - Selection of Channel for new product or New Company.

UNIT V

Promotional Decisions: Promotional decision - Communication process - promotional mix- - Advertisement - Sales Promotion and Public relations - Managing the Sales force.

Recommended Books:-

1. Philip Kotler Marketing Management analysis Planning and Control (Prentice Hall)
2. Condiff Still and Govoni Fundamentals of Modern Marketing (Prentice Hall)
3. Mandell and Rosenbverg Marketing (Prentice Hall)

4. J. C Gandhi Marketing A Managerial Introduction Tata Mc Graw Hill.
5. D. Amarchand, B. Varadharajan Introduction to Marketing (Vikas)

HUMAN RESOURCE MANAGEMENT

UNIT-I

HR Management : Evolution and Growth of HR Management in India - Functions of HR Management - Objectives of HR Management - Qualities of a good HR Manager - Professionalisation - Future of HR Management in India.

UNIT II

Man Power Planning : Procurement of Man Power Planning - Procurement of Personnel - Kinds or quality of Personnel - Job Analysis - Job Description - Recruitment Policy - Sources of Recruitment - Selection - Recruitment and Selection Practices in India.

UNIT III

Development of Personnel: Orienting and Training - Employees - New Employee Orientation - Programme - Employee Training - Training needs Assessment - Training Practices in India - Principles of Learning - Identifying and Developing Management Talent - Development Programmes.

UNIT IV

Performance Appraisal : Purposes of Appraisal - Factors Affecting - Performance Appraisal - Essentials of a good appraisal system - Criteria of Performance Appraisal - Performance Criteria for Operatives - Frontline Supervisors - Middle Level Managers - Top Managers - Performance Appraisal Methods - Limitation

UNIT V

Organizational Change and Development : Strategies of Planned Change - Structural Approach - Technological approach - Behavioral approach - Process of change Resistance to change - Change management - Organization Development - Objectives of organization Development - Approaches to Organization Development - Conducting an Effective Organization Development programme - Steps for action research - Intervention techniques - The impact of Organization Development - Organization Development approaches in India.

Recommended Books:

1. Dr. P. C. Tripathi - Personnel Management Sultan Chand & Sons, New Delhi-2.
2. Joseph M. Puth Personnel The Management of Securing and maintaining the Work/Over S. Chand & Co.Ltd., New Delhi-55.
3. Wayne F Cascio Managing Human Resources: Productivity, Quality of work life, Profits Mc Graw Hill Book Company, New York.
4. Lawrence A Rlatt, Robert G Hurdick and Fred E. Schuster Human Resources Management A behavioural Systems Approach Richard D. Irwin, Home Wood Illinois 60430.

FINANCIAL MANAGEMENT

UNIT I

Fifty years of development in Finance - Relationship between Risk and value additivity - Markowitz and birth of portfolio theory - Capital Asset Pricing Model (CAPM) Capital budgeting - Techniques uncertainties.

UNIT II

Financing Decision and Market Efficiency - Efficient Market Hypothesis - Corporate Financing - Debt capacity - Interaction between Investment and Financing Decisions.

UNIT III

Valuation of Corporate Debt - Classical theory of interest - Bond rating - Valuation of options - Warrants and Convertibles, leasing- Lease rental - Determination of costs of financial distress - Theories of capital structure.

UNIT IV

Financial Planning - Short term financial planning - Short term financial decisions - Credit Management - Short term lending and borrowing mergers - Integrations Pension plans.

UNIT V

Dividend Policy and capital structure - Controversies over different policies - Capital structure and dividend policy - Dividend valuation models. Unresolved issues in financial management research - Risk and return - Exceptions to efficient market theory - Optimum capital structure - value of liquidity.

Recommended Books:-

1. Richard Brearley & Stewart Myers Principles of Corporate Finance Mc Graw Hill Int Book Co. 1984.
2. J. Fred Western Engine F. Brigham Essentials of Managerial Finance Dryden Press 1979.
3. M. C. Jensens (ed) Studies on the theories of capital market Frederic a Pracgor Inc New York 1972.
4. E Brigham and R. E. Johnson Issues in Managerial Finance Dryden Press 1976.

