

M. Phil. Commerce and Management (Part – Time)

Code No.	Course Title	L T P	Cr	Code No.	Course Title	L T P	Cr
SEMESTER 1				SEMESTER 2			
18COM701	Research Methodology and Statistical Analysis	3 1 0	4		Elective	3 1 0	4
18COM702	Advanced Studies in Commerce	3 1 0	4	18AVP501	Amrita Values Programme	1 0 0	1
	TOTAL		8		TOTAL		5
SEMESTER 3				SEMESTER 4			
18COM798	Dissertation Phase # 1 plus Review of Publication	3 1 0	4	18COM799	Dissertation Phase # 2 (Evaluation of Complete Dissertation)		8
	TOTAL		4	18COM797	Viva voce		5
					TOTAL		13
					TOTAL CREDITS	30	
ELECTIVES							
18COM731	Indian Financial System	3 1 0	4	18COM734	Human Resources Management	3 1 0	4
18COM732	Entrepreneurship	3 1 0	4	18COM735	International Business	3 1 0	4
18COM733	Financial Management	3 1 0	4	18COM736	Marketing Management	3 1 0	4
18COM737	Rural Development and Management	3 1 0	4	18COM739	Financial Services	3 1 0	4
18COM738	Innovations in Banking and Insurance	3 1 0	4				

Detailed Syllabus

18COM701 RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS 3 1 0 4

Unit I

Research: Meaning – purpose- Types of Research – Steps in Research – Selection and formulation of a research problem - Review of Literature.

Unit – II

Preparation of Research Design - case Design- Survey Design – Sampling techniques - sampling Design for Analytical and Descriptive Research Sampling – Meaning - Methods and their applications - Sample size and sampling errors – Methods of data collection – Primary data , Secondary data – Sources, Techniques – Questionnaire , interview schedule.

Unit III

Pre testing – Pilot Study – Data processing : Meaning, Steps,- Analysis of data – Interpretation of data through SPSS – Correlation – Partial and multiple – Regression – Partial and Multiple - Time series analysis (Problem and Theory)

Unit IV

Hypothesis – Concept, steps, sources – testing of hypothesis – Chi – Square test, ‘t’ test, ‘z’ test , ‘F’ test and ANOVA - One way and two way classification (Problem and Theory)

Unit V

Report Writing: Types of reports – contents of report – style of reporting – steps in drafting reports - Footnotes and bibliography writing.

Note: Theory 60% and Problem 40%

TEXT BOOKS RECOMMENDED:

1. *Research Methodology* – Dr. P. Ravilochanan – Margham Publications, Chennai
2. *Business Research concepts and practice* – International company (1969) – Robert G. Murdick.
3. *Scientific Social surveys and Research* – Prentice Hall of India P. Ltd. Pauline V. young.
4. *Thesis and assignment writing* by Anderson J. Berry. H.D. & Poole, M.
5. *Methods of social Survey and Research* – KitapGhar, Acharya Nagar, Kanpur – 3 – By S.R. Bajpai.
6. *Social Research* – by Kotari.
7. *Research Methodology* – Patten chetty – Rainbow Publications.
8. *Research Methodology* – P.Saravanel – Kidap Publications

18COM702 ADVANCED STUDIES IN COMMERCE (THEORY ONLY)

3 1 0 4

Unit I: Financial Management

Financing decisions – Theories of capital structure – financial leverage EBIT – EPS analysis – Analysis of internal and external financing methods – Capital structure planning in practice – determinants.

Unit II: Human Resources Management

Recruitment Management – Training and Development – Reward Management – Welfare Measures – Performance Management – Employee Maintenance and Separation - Strategic Human Resources Management – Global Human Resources Management – Recent Trends in HRM

Unit III: Marketing Management

Marketing Research Objectives and methods of marketing research – Retail Management – Global Marketing – rationale and principle – product strategy and organization for Global marketing – E-marketing – Marketing of Services.

Unit IV: Financial Markets

Capital Market – Instruments – Equities debit and derivatives – Primary Market – Issue methods. Market intermediaries – Secondary Market – Trading techniques and settlement procedures – Mutual Funds.

Unit V: Co-operative Management

Nature and Functions – Role of Board of Directors in Co-operative Management – General Body – its Powers and Functions – Board of Executives Relationship – Society and Departmental Relationship – Credit Management – Evaluation, Assessment – NPAs - debt recovery tribunal - writing of bad debts.

TEXT BOOKS RECOMMENDED:

1. S.N. Maheswari, *Financial Management, Sultan Chand*
2. Dwivedi R.S., *Human Behaviour and Organisational & IBH*
3. Saxena, *Human Resource Management S – Chand sons*
4. R.S.N. Pillai and Pagavathy, *Modern Marketing S – Chand sons*
5. V.A. Avadhani, *Marketing of Financial Services*
6. S.K. Sinha and R. Sahaya, *Management of Co-operative Enterprises*

18COM731

INDIAN FINANCIAL SYSTEM

3 1 0 4

Unit I

Introduction – Nature and role of financial system – Financial system and financial markets – Financial system and economic development – Indian financial system – an overview.

Unit II

Insurance sector – Objectives – Role – Investment practices of LIC and GIC – Insurance Regulatory and Development Authority – Role and functions.

Unit III

Unit Trust of India – Objectives – Functions – Various schemes of UTI – Role of UTI in industrial finance.

Unit IV

Mutual Funds – Concept – Performance appraisal – regulation of mutual funds (with special reference to SEBI guidelines) – Designing and marketing of mutual funds schemes – Latest mutual fund schemes in India – an overview.

Unit V

Foreign Investments – Types – Trends – Implications – Regulatory framework for foreign investments in India.

TEXT BOOKS RECOMMENDED:

1. Avdhani, 1999, *Investment and Securities Markets in India, Delhi, Himalaya Publications.*
2. Bhole, L.M., 2000, *Financial Markets and Institutions, Delhi, Tata McGraw Hill.*
3. Varshney, P.N., 1999, *Indian Financial System, New Delhi, Sultan Chand & Sons.*
4. Srivastava R.M., 2001, *Management of Indian Financial Institution, Himalaya Publishing House.*

18COM732

ENTREPRENEURSHIP

3 1 0 4

Unit I

Entrepreneurial culture: Meaning – Entrepreneurial culture – Stages in the entrepreneurial process – Barriers to entrepreneurship – Socio-economic origins of entrepreneurship – Environmental factors affecting entrepreneurship – Entrepreneurial Structures – Characteristics of entrepreneurship – Conceptual model – Views of Schumpeter – Walker and Drucker – Theories of entrepreneurial origin – Intrapreneurs.

Unit II

Entrepreneurial traits and motivation: Entrepreneur and enterprise – Entrepreneurs and managers – Traits of a true entrepreneur – Types of entrepreneurs – Functions of an entrepreneur – Behavioural patterns of entrepreneurs – Motivating factors – Entrepreneurial ambitions – Compelling factors – Facilitating Factors.

Unit III

Sources of Project Finance: Sources of finance – Capital structure planning – Financial leverage – Cost of capital – Project finance – Term loans – Lease finance – Working capital – Sources of short term finance – Capitalization – Over and under capitalization – Overrun finance – Bridge finance – Venture capital.

Unit IV

Marketing Channels: Concept of marketing channel – Significance of channel – Need and functions – Channel design – Strategy and choice of channel – Selecting channel members – Setting quality standards – Recruitment strategies.

Unit V

Entrepreneurial Development Programmes: Concept of entrepreneurial development – Need for training and development – Phases of entrepreneurial development programme – Contents of training programme for ED – Target group – Special agencies and schemes – Institutions conducting EDPS – Problems in Institutional framework – Evaluating EDPS.

TEXT BOOKS RECOMMENDED:

1. Desai V. 2000, *Entrepreneurial Development (Three Volumes)*, Bombay, Himalaya Publishing House.
2. Gupta C.B. and Srinivasan N.P., 2000, *Entrepreneurial Development*, New Delhi Sultan Chand & Sons.
3. Saravanavel , 2000, *Entrepreneurial Development*, New Delhi Sultan Chand & Co.

18COM733

FINANCIAL MANAGEMENT

3 1 0 4

UNIT – I

Financial management – meaning – Objectives – Financial Decisions – Functions of financial Manager. Time value of money – Present Value, Future Value and Compound Techniques.

UNIT - II

Cost of Capital – Meaning and Importance – Cost of Debt, Preference Share, Equity Share and Retained Earnings – Weighted Average cost of capital. Capital Budgeting – Meaning – Significance – Methods of Ranking Investment proposals.

UNIT – III

Leverage – Meaning – Financial Leverage – Operating Leverage – EBIT and EPS Analysis. Capital Structure – Theories of Capital Structure - Determinants of Optimal Capital Structure.

UNIT – IV

Dividend Theories – Walter's Model, Gordon, Modigliani and Miller's Model – Forms of Dividends – Factors determining Dividend Policy – Stability of Dividend Policy.

UNIT – V

Working Capital Management – Meaning – Objectives – Working Capital Policies – Factors Affecting working Capital Requirements – Forecasting of Working Capital Requirements - Sources of working Capital. Cash Management – Inventory Management - Receivables Management.

TEXT BOOKS RECOMMENDED:

1. I. M. Pandey(2010), *Financial Management*, Himalaya Publishing House, NewDelhi.
2. Khan, M. Y. and Jain, P. K. (2005), *Financial Management*, McGraw Hill Publication
3. Chandra Prasanna (2003), *Financial Management*, McGraw Hill Publication
4. Vij, Madhu (2006), *International Financial Management*, Excel Books, New Delhi.
5. Maheshwari, S. N. (2006), *Fundamentals of Financial Management*, SultanChand
6. Srivastav, R. M., *Financial Management and Policy*, Himalaya Publishing House, Mumbai.
7. Bhat, Sudhindra (2008), *Financial Management Principles and Practice*, ExcelBooks, New Delhi.

18COM734

HUMAN RESOURCE MANAGEMENT

3 1 0 4

Unit I

Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

Unit II

Manpower Planning – Concept, organization and practices, manpower planning techniques – short term and long term planning.

Unit III

Recruitment and Selection Skill – Job analysis – Description – Job Specification – Selection Process – Tests and interviews – Placement and induction. Performance appraisal – purpose – Factors affecting performance appraisal – Counseling.

Unit IV

Training and development – Need and Importance – Assessment of training needs – Training and development and various categories of personnel – Career planning and development – Career counseling, promotions and transfers – Retirement and other separation processes.

Unit V

Wages and Salary administration – Developing a sound compensation structure – Regularity provisions – Incentives – Grievance handling and discipline – Developing grievance handling and discipline – Development grievance handling systems – collective bargaining – Managing conflicts.

TEXT BOOKS RECOMMENDED:

1. C.B. Memoria, 2000, *Personnel Management*, New Delhi, Himalaya Publications.
2. Edwin Flipp, 1999, *Personnel Management*, New Delhi, McGraw Hill Publications.
3. Davis &Newstrom, 2000, *Human Behaviour at Work*, New Delhi, McGraw Hill Publications.
4. Fred Luthans, 2000 *OrganisationalBehaviour*, New Delhi, McGraw Hill Publications.
5. Stephen P. Robins, 2001 *OrganisationalBehaviour*, New Delhi, Prentice Hall of India Ltd.

Unit- I

International Business - Meaning- Evolution-Nature-Need-stages of Internationalization- International Trade Theories Competitive Advantages of International Business-Problems of International Business.

Unit- II

International Business Environment- Introduction-Social and cultural Environment- Technological Environment-Economic-Environment-Political Environment.

Unit- III

Strategies and structures of International Business: Introduction-Peculiarities of International Strategic Management-International Strategic Management Process Analysis of Mission and Goals, organizational Analysis, Analysis of International Environment, International SWOT Analysis, Alternative corporate Level strategies, Business Level Strategies, Selection of Best Strategy, Strategy implementation, Evaluation and Control.

Unit- IV

International HR and Finance Management: International Human Resources Management (HRM)- Nature- Comparison of Domestic and International HRM. International Financial Management - Nature-Comparison of Domestic and International Financial Management.

Unit- V

International Marketing and Operations management: International Marketing Management:- Nature – Comparison of Domestic and International Marketing Management- Benefits of International Marketing. International operations Management- Nature comparison of Domestic & International Operations management.

TEXT BOOKS RECOMMENDED:

- 1) *International Business Text and Cases* By Dr. P.Subba Rao, Himalaya Publishing House, Delhi.
- 2) *International Business* by K. Aswathappa, Tata McGraw Hill Education Private Limited, New Delhi
- 3) *Kings International Business* by Devendra Thakur, Kings Books, Delhi.
- 4) *International Business* by Rakesh Mohan Joshi, Oxford Publication.
- 5) *International Marketing* by sakOnkvisit and John J.Shaw Prentice Hall, New Delhi.

Unit-I

Basics of Marketing: Definition of Marketing, and Marketing Management; Nature and scope of marketing; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Sales planning and control, sales forecasting and policy making.

Unit-II

Buying behaviour: Need for studying consumer behaviour, consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behaviour, the Nicosiamodel, the Engel - Kollat – Blackwell model; Consumer behaviour and perception, learning, personality, attitude, motivation; Social influence on consumer buying behaviour – groups, types of groups relevant to consumer behaviour; Industrial buying behaviour.

Unit-III

Marketing Segmentation and Marketing Strategies– segmentation basis, selection of segments, segmentation strategies, targeting and positioning; Marketing mix for product and services; 5 M's of Advertising, 6 C's of Distribution Channel; Marketing information system; Marketing strategy: product life cycle strategies, new product development and strategies.

Unit IV

Physical Distribution- Channels of Distribution – Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.

Unit-V

Marketing research: application of marketing research, research process, research design, research tools, research analysis – factor analysis, cluster analysis, conjoint analysis, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research.

TEXT BOOKS RECOMMENDED:

1. Philip Kotler, 'Marketing Management (Analysis, Planning, Implementation and Control)', PHI
2. William J. Stanton, 'Fundamental of Marketing' McGraw-Hill Inc., Delhi.
3. Philip Kotler, 'Principles and Practice of Marketing', Prentice – Hall of India New Delhi.
4. Still, Cundiff and Govoni, 'Sales Management', Prentice-Hall of India, Delhi.
5. V.S. Ramaswamy & S Namakumari, 'Marketing Management – Planning, Implementation & Control – The Indian', MacMillan India Ltd., New Delhi.
6. Philip Kotler, Gary Armstrong, 'Principles of Marketing', Prentice-Hall of India.
7. Pati Debashis, 'Marketing Research' Universities Press (India) Pvt. Ltd., Hyderabad, 2002.
8. Beri, G.C, 'Marketing Research: Tata McGraw Hill Publishing Company, Ltd., 2000.
9. Cooper Schindler, 'Marketing Research, Concept & Cases', Tata McGraw-Hill Publication.
10. Paul Green, Donald Tull, Gerald Albarn, 'Research for Marketing Decisions', PHI
11. Donald S. Tull, Del I. Hawkins, 'Marketing Research – Measurement & Methods', PHI
12. Aakar, Kumar, Day, 'Marketing Research', Wiley India (P) Ltd., New Delhi.
13. Aaker, D. A, 'Marketing Research: A Wiley / Hamilton Publications, New York.
14. Leon Schiffman, Leslie Lazar Kanuk, 'Consumer Behavior', Prentice-hall of India, New Delhi.
15. Loudon, 'Consumer Behaviour', Tata McGraw-Hill Publishing Company Ltd., New Delhi.

18COM737

RURAL DEVELOPMENT AND MANAGEMENT 3 1 0 4

Objectives: Rural development and management focuses on improving the standard of life of rural people who are deprived from basic facilities. The students are expected to gain comprehensive

understanding regarding managing the rural resources effectively through rural development programmes that may profit rural livelihood.

UNIT 1

Rural Development Concepts and Dimensions, Indian rural economic scenario, Indian rural social scene.

UNIT 2

Rural industrialization and entrepreneurship, rural development institutions, Social research and computer applications for rural development.

UNIT 3

Natural resource management of land, water and agriculture, Human resource development in rural sector.

UNIT 4

Micro finance, Self-help groups and Women empowerment, Rural credit and marketing, Actions for rural development.

UNIT 5

Rural project planning and management, Tribal development program, Medicinal plants program.

Text Books

1. *Katar Singh - Rural Development: Principles, Policies and Management*
2. *B.S. Bhatia, G.S. Batra - Rural Development Management*
3. *KB Gupta, Faizia Siddiqui Rural Management*

Reference Texts

1. *G Ramesh and s Nakkiran Research Methods in Rural Development*
 2. *G Sreedhar and D Rajashekhar Rural development in India*
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18COM738

INNOVATIONS IN BANKING AND INSURANCE

3 1 0 4

Objectives: *To provide students a clear view of the service availability of banks and insurance sector in our country. Also aims to provide much better understanding and knowledge of banks as a field of investment which may cover every aspect of life by highlighting the various banking products and services under the banking and insurance sector.*

Unit 1

Review of functioning of banks , Liabilities and Assets of Banks, Net worth, Off Balance Sheet Items - New Products :Deposit and Loan Products Housing finance, Hire Purchase, Leasing, Factoring and Forfeiting, Merchant Banking, Mutual Funds, consumer Loans , Venture Capital Financing , Banks as credit financial supermarket/ maturity and return profiles of new products .

New Financial services provided by banks- investment portfolio management services, advice on money management, tax services

Unit 2

Electronic Payment systems (Indian- NEFT, RTGS, International – SWIFT) Debit Cards and Credit Cards – Concept and Process.E- Banking

Unit 3

Insurance- Concept, functions, Types (Life and General), New Insurance Products, - Bank Assurance- Privatization of Insurance Business in India - Banking and Insurance Regulation

Unit 4

Integration of third party and Re-insurance ,Co-existence of Banking and Insurance – their problems - Insurance as a cover to Banking risks-Types of Risks, (systematic and unsystematic)

Unit5:

Self-Regulation and Installation of Corporate Governance. Future strategies for promoting insurance in India. Implications for Risk Management, Derivatives in Banking.

Text Books for Reference:

1. *Kanika Mishra, Fundamentals of Life Insurance: Theories and Applications, Prentice Hall of India*
2. *K.C. Mishra and G.E. Thomas, General Insurance - Principles and Practice, Cengage Learning*
3. *Maheswari, S N and Maheswari S K , Banking - Law & Practice, Kalyani Publishers, New Delhi.*
4. *D. Muralidharan, Modern Banking, Prentice Hall of India: New Delhi.*
5. *JyotsnaSethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI, New Delhi.*
6. *Risk Management in Banks – Institute of Bank Management and Research*
7. *O.P. Agarwal, Banking and Insurance, Himalaya Publications: Mumbai.*
8. *Eddie Cade, Managing Banking Risks, Woodhead Publishing Ltd., in association with The Chartered Institute of Bankers, England.*

18COM739

FINANCIAL SERVICES

3 1 0 4

Objectives: *The primary objective is to help students to understand financial services as the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, and credit-card companies.*

Unit I

Introduction to financial services: Meaning, features, classification, scope, fund based activities, non fund based activities, modern activities. New financial products and services, innovative financial instruments, present scenario and challenges facing in the financial service sector.

Unit II

Merchant Banking : Role of Merchant Banker –Services, qualities of Merchant Bankers in India –Scope of Merchant Bankers in India, Progress of Merchant banking in India.

Unit III

Hire purchase and leasing: Meaning, Features. Legal positions – hirepurchase and leasing origin and development – banks and hire purchase business- types of leasing, advantages and disadvantages, treatment of lease, structure of leasing industry.

Unit IV

Factoring and forfaiting: meaning, functions, types of factoring, benefits, factoring in India, international factoring. forfaiting meaning, features, factoring Vs forfaiting, pricing of factoring services, forfaiting in India.

Unit V

Securitisation of debt and derivatives: Meaning, securitization Vs factoring, structures, securitisable assets, benefits of securitization, new guidelines of securitization, future prospects.

Derivatives: meaning, kinds of financial derivatives, recent development of derivatives in India.

References:

1. *E Gordon and K Natarajan, Financial markets and services, Himalaya Publishing House.*
2. *Financial services in India, G. Ramesh Babu.*
3. *G. Ramesh Babu, Management of Financial Institutions in India*
4. *Sandeep Goel, Financial Services.*