

15COM701

RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

3 1 0 4

Objective: To create an understanding of the importance of research methodology and its practical applications for research outcome.

Unit 1

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

Unit 2

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 3

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 4

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 5

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%

TEXTBOOKS 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

15COM702

ADVANCED STUDIES IN COMMERCE

3 1 0 4

Objective: To provide an insight into the essence of financial management, human resource management, marketing and co operative management and financial markets.

Unit 1

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 2

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 3

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 4

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 5

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.

TEXTBOOKS RECOMMENDED:

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

Objective: Main aim of the course is to enable the students to be conversant with the main areas of financial institutions and services.

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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 5

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

TEXTBOOKS 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*, Mumbai Himalaya Publishing House.

15COM732

ENTREPRENEURSHIP

3 1 0 4

Objective: To give an overview of the regulatory functions and practical applications of Entrepreneurial Development.

Unit 1

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 2

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 3

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 4

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 5

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.

TEXTBOOKS 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.

15COM733

FINANCIAL MANAGEMENT

3 1 0 4

Objective: The intention of this course is to comprehend the subject matter of financial management and its applications in various financial domains.

Unit 1

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

Unit 2

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 3

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

Unit 4

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

Unit 5

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.

TEXTBOOKS RECOMMENDED:

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

15COM734**HUMAN RESOURCES MANAGEMENT****3 1 0 4**

Objective: To provide a reasonable exposure in the matters relating to human resource management and an insight into human behaviours.

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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 5

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.

TEXTBOOKS 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 *Organisational Behaviour*, New Delhi, McGraw Hill Publications.
5. Stephen P. Robins, 2001 *Organisational Behaviour*, New Delhi, Prentice Hall of India Ltd.

15COM735**INTERNATIONAL BUSINESS****3 1 0 4**

Objective: This course provides the students an understanding of International environment and its research application in foreign trade and marketing.

Unit 1

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

Unit 2

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

Unit 3

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 4

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 5

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.

TEXTBOOKS 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.

15COM736**MARKETING MANAGEMENT****3 1 0 4****Unit 1 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 2 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 3 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 4 Physical Distribution

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

Unit 5 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.

TEXTBOOKS RECOMMENDED:

1. Philip Kotler, 'Marketing Management (Analysis, Planning, Implementation and Control)', Prentice-hall of India Pvt. Ltd., New Delhi.
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 Albaurn, 'Research for Marketing Decisions', Prentice-Hall of India, New Delhi.
11. Donald S. Tull, Del I. Hawkins, 'Marketing Research – Measurement & Methods', Prentice-Hall of India, Delhi.
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.

M.Phil. scholars are guided to organize, communicate and publish research results to both expert and lay audiences, in a logical and professional manner. The Dissertation/ Thesis writing will train the research postgraduates to develop sound research skills, to acquire the latest theoretical knowledge and become critical thinkers in their chosen fields of study, and to conduct enquiries in their areas of specialization in a professional, expert and ethical manner.

15COM797

VIVA-VOCE

5 cr

The viva-voce will prove the originality, credibility and authenticity of the research thesis. The verbal counterpart of thesis is a determinant of high standards and merits of the thesis, based on which the M.Phil. degree will be awarded to the Scholar. It will also test the verbal defence skills of the Scholar.

15CUL501

CULTURAL EDUCATION

2 0 0 P/F

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma's philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master
12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:

1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma's Heart
3. Swami Ramakrishnanda Puri - Rising Along the Razor's Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnanda Puri - Ultimate Success
7. Swami Jnanamritananda Puri - Upadesamritham (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurlock - Personality Development, Tata McGraw Hill
12. Swami Jagatmananda - Learn to Live (Vol.1 and 2), RK Ashram, Myslapore