

15AVP501**AMRITA VALUES PROGRAMME****1 0 0 1**

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme**Art of Living through Amma**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads

Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th

centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming generations without allowing even the slightest damage to happen to it". Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature"

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

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*

15COM731**FINANCIAL INSTITUTIONS****3 1 0 4**

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. Louden, 'Consumer Behaviour', Tata McGraw-Hill Publishing Company Ltd., New Delhi.

15COM796**DISSERTATION****12 cr**

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.