

M.PHIL

M. PHIL REGULATIONS

GUIDELINES FOR ADMISSION TO M.PHIL DEGREE COURSE

1. Each college may have a departmental committee in each subject to scrutinize the applications and the certificates for admission and to recommend to the Principal for selection of candidates, but the ultimate responsibility for admission made shall rest only with the Principals of the Colleges.
2. **ELIGIBILITY FOR FULL TIME M.PHIL COURSE**

The minimum marks for admission to full time M.Phil degree course shall be 50% for the candidates who have qualified for the Master's degree prior to 1. 1.1991 and 55 % for the candidates who have qualified for the Masters degree on or after 1.1.1991. There is no provision for rounding off 54.5% and above marks to 55% .For candidates belonging to SC/ST Community and Disabled (Physically and Visually Challenged) candidates, who have qualified for Master's Degree on or after 1.1.1991, a concession of 5% of marks will be given in minimum eligibility marks prescribed.
3. The admissions may be made on the basis of the marks obtained by the candidates in qualifying examination and marks scored in the entrance test. The entrance test may be conducted on the following lines:
 - a. The entrance test will be conducted for a maximum of 100 marks in respect of full time candidates only.
 - b. Candidates should have to take the examination only in the subjects for which she has applied for admission and not in the qualifying subject.
 - c. Entrance test will be for 50 marks and the remaining marks will be for the qualifying examination in the subject concerned.
4.
 - a. In the case of candidates of the University of Madras including those from autonomous colleges of this university, both internal and external marks have to be taken into account.
 - b. In the case of candidates who have obtained their PG degrees from those universities, the mark secured by them in the external examination plus entrance test marks have to be taken into consideration to arrive at the merit list.
5. The conditions for admission prescribed under regulation in respect of M.Phil Degree course shall be strictly followed. All candidates should have passed 2 year PG degree course after 3 year degree course and higher secondary of 12 years duration or pre – university under 11 year SSLC + 1 year or 10+2 pattern. Candidates who have passed the PG degree examination with less than 17 years of total duration of the course are not eligible for admission to M.Phil degree course.
6. The admission will be made purely on merit subject to reservation rules of the Government of Tamil Nadu (i.e.,) 31% for general turn, 30% for BC, 20% for MBC/DNC, 18% for SC, 1% for

ST and with 3% in each for disabled candidates of these categories (i.e., 1% for blind, 1% for deaf and 1% for Orthopedically handicapped) candidates from states other than Tamil Nadu shall be considered under general turn except SC and ST candidates.

7. While selecting the part – time candidates, the following should also be verified:

- The application of the candidates should have been routed through the proper channel.
- The appointment of the candidates should have been approved by the competent authority.
- The candidates should have enclosed the service certificate along with the application form.
- The candidates should have enclosed the certificates from the D.T.E/D.E.O that the polytechnic/ higher secondary/high school where the teachers are employed is recognized by the Government.

PREAMBLE

Department of Corporate Secretaryship has revised the syllabi for the M.Phil Program with effect from the academic year 2018 – 2019. The department propagates proliferation of ideas ensuring professional growth in research. Hence, the curriculum is revised to suit the changing trend in the research field.

PROGRAMME EDUCATIONAL OBJECTIVE

The research program will produce graduates who will be able to

PEO 1: PROFICIENCY IN RESEARCH

Attain proficiency in the research related to commerce and management fields, empowering them to do research.

PEO 2: PROFESSIONAL GROWTH

Pursue research degree in the fields of commerce and management and have professional expertise and research acumen for successful careers in industry, research and academic consultancy and live projects.

PROGRAMME OUTCOME

PO 1: Apply contextual and practical knowledge endowed professionally in the research field

PO 2: Identify the research aptitude to pursue advanced research in new and advanced areas.

PO 3: Identify, design and formulate projects relating to the need of the environment for sustainable development.

PSO – CORPORATE SECRETARYSHIP

1. Acquire profound knowledge and understanding of advanced concepts in areas of finance, research and management thereby enhancing their cognitive and analytical skills
2. Foster potential researchers through application of experiential learning
3. Critical and quick decision making ability in all endeavours
4. Equip to face the global challenges through updated knowledge in research
5. Ability to recognise the need for research and undertake socially relevant projects

M. PHIL COURSE PROFILE

Semester	Course Code	Course Title	Credits	CA	End Semester	Total
1	12M21/REM	Research Methodology	5	40	60	100
1	12M21/COF	Corporate Finance	5	40	60	100
1	12M21/FAF	*Financial Analysis and Financial Management	5	40	60	100
		or				
	12M21/COB	*Consumer Behaviour				
	12M21/IPR	Or *INTELLECTUAL PROPERTY RIGHTS				
1	12M21/DIS	Dissertation	21			100

*Internal Subjects

PAPER I – RESEARCH METHODOLOGY

COURSE CODE: 12M21/REM

CREDITS: 5

1. To gain familiarity with the research process, problem, research design, data collection and scaling
2. To provide knowledge of hypothesis formulation, testing, sampling and its fundamentals
3. To perform statistical tests T, Z and ANOVA
4. To enable statistical testing with non- parametric tests such as Chi Square Test, Sign Test Kruskal Wallis Test- Wilcoxon Test- Mann Whitney test ,& Spearman’s Rank correlation tests

COURSE OUTLINE

UNIT – I

Research – Meaning – Significance – Research process - Research problem – Review of Literature– Identification of Research gap – Research design – Types– Data collection – Primary– Secondary– Web Sources – Scaling – Nominal– Ordinal– Interval– Ratio scales – Research Ethics (15hours)

UNIT – II

Hypothesis – Meaning – Types – Testing of hypothesis – Errors in testing – Limitations in the testing of hypothesis

Sampling – Fundamentals – Types – Sampling and data collection errors – Sample size and its distribution – Testing the appropriateness of a sample size (15 hours)

UNIT – III

Statistical Tests

Parametric tests – Tests of small and large sample-t test - z test-Analysis of variance – One way and Two way ANOVA (20 hours)

UNIT – IV

Non Parametric Tests – Introduction and Advantages – Chi Square test –Sign Test-Kruskal Wallis Test- Wilcoxon Test- Mann Whitney test – Spearman’s Rank Correlation (Simple Problems) (20 hours)

UNIT – V

Data Interpretation and report writing - Layout of report and Types of Reports – Contents – Features of good report – Steps in writing a report research paper –Impact Factor – Plagiarism and its consequences (5 hours)

RECOMMENDED TEXTBOOKS

1. Kothari C R, Gaurav Garg, Research Methodology Methods & Techniques, New Age International Publishers, New Delhi
2. Gupta S P, Statistical Methods, Sultan Chand & Sons, New Delhi

REFERENCE BOOKS

1. David Cooper R & Pamela Scindler S, Business Research Methods, Tata Mcgraw Hill Publications, New Delhi
2. William Goode J & Paul Hatt K, Methods in Social Research, Mcgraw Hill Publications, New York
3. John Best W & James Kahn V, Research in Education, Pearson Publications, USA
4. Israel D, Data analysis in Business research: A Step by Step Non Parametric Approach, Sage Publications, India
5. Robert Lussier N, Research Methods and Statistics for Business, Waveland Pr Inc, USA

JOURNALS

1. International Journal of Research Methodology
2. Indian Journal of Research

e-LEARNING RESOURCES

- www.tanfonline.com
- <https://study.sagepubcom/sites/default/files/fricker>
- <http://www.optimizely.com/optimization-glossory/statistical-significance>
- <http://www.healthknowledge.org.UK/research-methods.parametric-non> parametric
- <http://elearningindustry.com/Articles>

COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Explain the research process, research problem, research design, data collection and scaling techniques
CO 2	Sound knowledge of sampling fundamentals hypothesis formulation and testing
CO 3	Apply appropriate statistical tests and perform T, Z and ANOVA tests
CO 4	Use Statistical non- parametric tests of Chi square, Wilcoxon, Kruskal Wallis, Mann Whitney & Spearman's Rank correlation
CO 5	Compile and interpret data for report writing and research papers

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	3	3	3	3	2	3	2	3	3	3
CO2	3	3	3	3	3	3	1	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3	2	3	3
AVERAGE	3	3	3	3	2.8	3	2.4	2.2	3	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

80% THEORY;20% PROBLEMS

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS

5x20=100

5 questions to be answered out of 8 questions

PAPER II - CORPORATE FINANCE

COURSE CODE: 12M21/COF

CREDITS: 5

1. To explain the various financial concepts, functions, goals and discuss the different types of cost of capital and its computation
2. To provide an insight on leverage, types and effect on shareholder's return and also impart knowledge on capital structure and its theories
3. To evaluate and select projects utilizing capital budgeting techniques of Payback, Net Present Value, Internal Rate of Return, Accounting Rate of Return and Profitability Index and analyse risk in a capital budgeting project
4. To assess the working capital requirements of the firm and outline the dividend concept and determination of dividend policy
5. To discuss the basics of portfolio management and its related theories

COURSE OUTLINE

UNIT – I

Finance – Nature & Scope – Financial Goals – Financial Decisions – Time Value of Money

Cost of capital – Significance – Determination of cost of Debt – Equity – Preference capital – Retained earnings and Weighted average cost of capital

(15 hours)

UNIT – II

Leverage – Financial – Operating & Combined Leverage – Effect of leverage on Shareholders' return – EBIT EPS Analysis

Capital Structure – Optimum Capital Structure – Factors influencing Capital Structure – Net Income – Net Operating Income – Traditional & Modigliani Miller theories (15 hours)

UNIT – III

Capital Budgeting – Payback – Net Present Value – Internal rate of return – Accounting rate of return and Profitability Index

Risk analysis in capital budgeting – Payback – Risk adjusted discount rate – Certainty equivalent method

(20 hours)

UNIT – IV

Working Capital – Concept – Factors – Computation of Working Capital Requirements (Problems)

Dividend Decision – Dividend Policy – Factors determining Dividend Policy (20 hours)

UNIT – V

Introduction to Portfolio Management-Measurement of expected risk and return of portfolio-Markowitz Portfolio theory-Capital Asset Pricing Model-Security market line-Capital market line- Portfolio evaluation (Theory only)

(20 hours)

RECOMMENDED TEXTBOOKS

1. Pandey I M, Financial Management, Vikas Publication, New Delhi
2. Khan M Y & Jain P K, Financial Management, Tata Mc Graw Hill, New Delhi

REFERENCE BOOKS

1. Richard Brealey, Stewart Myers & Franklin Allen, Principles of Corporate Finance, Tata Mc Graw Hill Publications.
2. Aswath Damodaran, Applied Corporate Finance, Stern School of Business, Wiley Publications, New York.
3. Maheshwari S N, Financial Management, Sultan Chand Publication, New Delhi.
4. Van Horne James C, Financial Management and Policy, Prentice Hall, USA.
5. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc Graw Hill, New Delhi.

Journals

1. The Journal of Finance.
2. Journal of Banking and Finance.
3. Journal of Financial Economics.

e-LEARNING RESOURCES

- www.Khanacademy.org
- <http://study.com> >academy>topic capital-structure-financial-leverage
- <http://sol.du.ac.in>>mod>>book>view
- <http://pt.courser.org>>lecture>capital budgeting
- www.apnacourse.com>course>working –capital-management
- <https://www.managementstudyguide.com/portfolio-management.htm>

COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Explain financial concepts, functions, goals and the emerging role of the financial manager

CO 2	Sound knowledge of capital structure, theories leverage, types, evaluation of its effect on shareholders return and planning an optimal capital structure
CO 3	Compute Cost of Capital, Cost of Debt, Equity, Preference, Retained Earnings and Weighted average Cost of Capital and analyze the impact of overcapitalization and undercapitalization on the firm
CO 4	Select projects for a firm with the aid of capital budgeting techniques of Payback, Net Present Value, Internal Rate of Return, Accounting Rate of Return and Profitability Index
CO 5	Determine working capital requirements of a firm and discuss the dividend concept, policy and theories

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO1	PSO2	PSO3	PSO 4	PSO 5	PSO6	PSO7	PSO8	PSO9	PSO 10
CO1	3	1	3	3	3	3	3	3	3	3
CO2	3	2	2	3	2	3	3	2	3	3
CO3	3	2	3	3	3	3	3	2	3	3
CO4	3	2	3	3	3	3	3	2	3	3
CO5	3	2	3	3	3	3	3	2	3	3
AVERAGE	3	1.8	2.8	3	2.8	3	3	2.2	3	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

DISTRIBUTION OF MARKS:

Theory 60% Problem 40%

QUESTION PAPER TEMPLATE

SECTION - A

ANSWER ANY FIVE QUESTIONS

(5 x 20 = 100)

5 questions to be answered out of 8 questions.

PAPER III – FINANCIAL ANALYSIS & FINANCIAL MANAGEMENT

INTERNAL PAPER

COURSE CODE: 12M21/FAF

CREDITS:5

COURSE OBJECTIVES

1. To explain the various financial concepts, functions, goals and discuss the different types of cost of capital and its computation.
2. To provide an insight on leverage, types and effect on shareholder's return and also impart knowledge on capital structure and its theories.
3. To evaluate and select projects utilizing capital budgeting techniques of Payback, Net Present Value, Internal Rate of Return, Accounting Rate of Return and Profitability Index and analyse risk in a capital budgeting project.
4. To assess the working capital requirements of the firm and outline the dividend concept, policy and theories of dividend policy.
5. To discuss the basics of portfolio management and its related theories.

COURSE OUTLINE

UNIT – I

Finance – Nature & Scope – Financial Goals – Financial Decisions – Time Value of Money

Cost of capital – Significance – Determination of cost of Debt – Equity – Preference capital – Retained earnings and weighted average cost of capital (15 hours)

UNIT – II

Leverage – Financial – Operating & Combined Leverage – Effect of leverage on Shareholders' return – EBIT EPS Analysis

Capital Structure – Optimum Capital Structure – Factors influencing Capital Structure – Net Income – Net Operating Income – Traditional & Modigliani Miller theories (15 hours)

UNIT – III

Capital Budgeting – Payback – Net Present Value – Internal rate of return – Accounting rate of return and Profitability Index

Risk analysis in capital budgeting – Payback – Risk adjusted discount rate – Certainty equivalent method (20 hours)

UNIT – IV

Working Capital – Concept – Factors – Computation of Working Capital Requirements (Problems)

Dividend Decision – Dividend Policy – Factors determining Dividend Policy (20 hours)

UNIT – V

Introduction to Portfolio Management-Measurement of expected risk and return of portfolio-
Markowitz Portfolio theory-Capital Asset Pricing Model-Security market line-Capital market
line- Portfolio evaluation (Theory only) (20 hours)

RECOMMENDED TEXT BOOK:

1. Pandey I.M., Financial Management, Vikas Publications, New Delhi

REFERENCE BOOKS:

1. Khan M Y & Jain P K, Financial Management, Tata Mc Graw Hill, New Delhi
2. Maheshwari SN, financial Management, Sultan Chand and Sons, New Delhi
3. Van Horne & James C, Financial Management & Policy, Prentice Hall, USA
4. Prasanna Chandra, Financial Management, Tata Mc Graw Hill, New Delhi

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS:

5X20=100

5 questions to be answered out of 8 questions

PAPER III - CONSUMER BEHAVIOUR
INTERNAL PAPER

COURSE CODE: 12M21/COB

CREDITS:5

OBJECTIVES:

1. To focus attention on the intelligent consumer of today and make a behavioural study considering their perceptions, attitudes and personality.
2. To highlight the role of research on consumer behaviour and study the social and cultural aspects.
3. To create the awareness of consumer education and protection.

UNIT I

Consumer Behaviour - Need – Development - The role of Consumer Research – The Consumer Research Problem-Conducting a Research Study - Market Segmentation – Bases – Criteria – Implementation - Ethics in Marketing

UNIT II

The Consumer as an Individual - Consumer Needs and Motivation - The Measurement of Motives -Motivational Research - Personality and Consumer Behaviour - Understanding Consumer Diversity-Consumer Perception - The Dynamics of Perception-Consumer Imagery – Learning and Consumer Involvement – The Nature of Consumer Attitudes – The Attitude Formation and Change-Communication and Persuasion

UNIT III

Consumer in the Social and Cultural Settings - Reference Group - The Family – Social Class and Consumer Behaviour - The Influence of Culture on Consumer Behaviour - Sub Culture Aspects of Consumer Behaviour -Cross-Cultural Consumer Behaviour

UNIT IV

The Consumer's Decision-Making Process-Personal Influence and the Opinion-Leadership Process- Diffusion of Innovations- Consumer Decision Making

UNIT V

Consumer Behaviour and Society - Consumer Behaviour Applications to Profit and Not for-Profit Marketing – Public Policy and Consumer Protections – Consumer Education - Consumer Behaviour and Research Priorities - Consumer Behaviour and E – purchase

RECOMMENDED TEXTBOOK:

1. Leon G Schiffman, Leslie A Lazar Kanuk, Consumer Behaviour, Prentice Hall of India, New Delhi.

REFERENCE BOOK:

1. Philip Kotler, Marketing Management, Tata Mc Graw hill, New Delhi.

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS:

5X20=100

5 questions to be answered out of 8 questions

PAPER III – INTELLECTUAL PROPERTY RIGHTS

INTERNAL PAPER

COURSE CODE: 12M21/IPR

CREDITS: 5

COURSE OBJECTIVES

1. To aid in the understanding of intellectual property rights and facilitate the process of application and administration of intellectual property rights
2. To develop knowledge international and national scenario of intellectual property rights
3. To gain knowledge of the recent developments in the arena of intellectual property rights

COURSE OUTLINE

UNIT- I

Intellectual Property Rights– Definition–Meaning – Significance – Nature – Patents – Trademarks– Copyrights– Trade secrets –Legislative measures in India (10 Hours)

UNIT - II

Patents – Utility Patents– Design Patents– Plant Patents– Subject matter of patents – Persons entitled to apply for patent – Process of patenting and development — Scope of Patent rights – Infringement of Patent Rights (10 Hours)

UNIT-III

Trademarks – Procedure for registration – Counterfeiting – Dilution – Infringement of trademark (15 Hours)

UNIT- IV

Trade Secret – Variants of trade secret –Determination of trade secret status–Liability for misappropriation of trade secrets

Geographical indications – WIPO– TRIPS agreement (15 Hours)

UNIT- V

Copyrights- subject matter of copyrights– economic rights– moral rights– term of copy rights– exceptions– Infringement of copyrights (10 Hours)

RECOMMENDED TEXTBOOKS

1. ICSI Material on Intellectual Property Rights Law and Practice
2. Scople Vinod.V, Managing Intellectual Property, Prentice Hall of India Ltd, New Delhi

REFERENCE BOOKS

1. Deborah E. Bouchoux, Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets, Cengage Learning, Third Edition, 2012.
2. Prabuddha Ganguli, Intellectual Property Rights: Unleashing the Knowledge Economy, McGraw Hill Education, 2011.
3. Derek Bosworth and Elizabeth Webster, The Management of Intellectual Property, Edward Elgar Publishing Ltd., 2013.
4. Satakar S. V., Intellectual Property Rights and Copy Rights, Ess Ess Publications, New Delhi.
5. Sreenivasulu N S, Law Relating to Intellectual Property, Universal Law Publishing, New Delhi

JOURNALS

1. Journal of Intellectual Property Rights
2. Journal of Intellectual Property Law and Practice

WEBSITES

- <https://onlinelibrary.wiley.com/journal>
- <https://ipindia.gov.in/>
- <https://www.wipo.int/>

COURSE OUTCOME

CO Number	CO STATEMENT
CO 1	Identify the intellectual property rights
CO 2	Discuss the provisions relating to grant of patents
CO 3	Analyse the procedure for obtaining trademarks
CO 4	Explain the trade secrets and TRIPS Agreements
CO 5	Analyse the legal provisions of copyrights

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO 10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3
AVERAGE	3	3	3	3	3	3	3	3	3	3

**KEY: STRONGLY CORRELATED-3 MODERATELY CORRELATED-2WEAKLY
CORRELATED-1 NO CORRELATION-0**

QUESTION PAPER TEMPLATE

SECTION A

Answer ANY FIVE Questions:

5x20 = 100

5 questions to be answered out of 8 questions