

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF CORPORATE SECRETARYSHIP

COURSE PROFILE (2015 – 16 ONWARDS)

M.PHIL CORPORATE SECRETARYSHIP

SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	CA	END SEMESTER	TOTAL
1	12M15/REM	Research Methodology	5	40	60	100
1	12M15/STM	Strategic Management	5	40	60	100
1	12M15/FFA	*Financial Analysis and Financial Management	5	40	60	100
		or				
	12M15/FMS	*Financial Markets and Services				
		or				
	12M15/COB	*Consumer Behaviour				
1	12M15/DIS	Dissertation	21			100

*Internal Subjects

Valuation of Dissertation - CA – 50 marks, Project – 100 marks, Viva voce- 50 marks

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.

PAPER I – RESEARCH METHODOLOGY

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: 12M15/REM

OBJECTIVES:

1. To reinforce in the mind of the students the spirit of research and scientific inquiry.
2. To equip them with the skills required for the mechanics of conducting research as well as organizing and presenting research output.

UNIT – I

Introduction to Research Methodology – Meaning and Purpose – Types of Research, Research Design – Steps in Selection and Formulation of a Research Problem – Steps in Research

UNIT – II

Hypothesis – Types – Concepts and Procedure of Testing Hypothesis, Sampling – Techniques – Sampling Error and Sample Size

Statistical Tests - Parametric tests – Tests of small and large sample – t test – z test – Analysis of variance – One way and two way ANOVA - Non Parametric Tests – Chi Square test

UNIT – III

Measurement and Scaling Techniques, Data Collection Methods – Testing Validity and Reliability

Processing of Data – Editing, Coding, Classification and Tabulation, Analysis of Data – Outline of Statistical Analysis – Elements of Processing Through Computers

UNIT – IV

Interpretation and Report Writing – Meaning and Precautions in Interpretation, Types of Reports- Styles and Conventions in Reporting – Steps in Drafting a Report

UNIT – V

Teaching Methodology – Lecture – Steps- Planning – Teachers Competencies – Managerial Skills - Communication Skills – Teaching Aids, Presentation Skills – Communications, Presentation Aids, Planning and Structuring a Presentation

RECOMMENDED TEXT BOOKS:

1. Kothari CR, Research Methodology, Vikas Publishing Limited
2. Donald R Cooper, Pamela S Schinder, Business Research Methods
3. Gupta SP, Statistical Methods, Sultan Chand and Sons, New Delhi

REFERNCE BOOKS:

1. William C Emory, Business Research Methods, RD Irwin Inc.
2. Robert G Murdick, Business Research Concepts and Practice

JOURNAL:

ICFAI Publications

WEBSITE:

www.socialpsychology.com

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS

5x20=100

5 questions to be answered out of 8 questions

100% THEORY PAPER

PAPER – II – STRATEGIC MANAGEMENT

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: 12M15/STM

OBJECTIVES:

1. To provide basic knowledge of the strategic management model and its process.
2. To enable students to understand how strategies are implemented at various levels in the corporate world.
3. To create in – depth knowledge on how to design organizational structures, evaluate strategies and manage strategic change.

UNIT – 1

Strategic Management Model – Process – Developing Strategic Vision and Mission – Setting Objectives and Creating a Strategy

UNIT – II

Environmental Scanning and Analysis – Industry Competition Analysis – Evaluating Company Resources and Competitive Capabilities

UNIT – III

Strategic Analysis and Choice – Corporate Strategies – Business Level Strategies – Functional Strategies – Allocation of Resources

UNIT – IV

Strategies in Global Environment – Strategic Evaluation and Control – Managing Strategic Change

UNIT – V

Designing Organisational Structure – Leadership and Culture

RECOMMENDED TEXT BOOKS:

1. Singh SP, Strategic Management, AITBS Publications, India
2. Sankaran S, Business Environment, Policy and Strategic Management, Margham Publications
3. Azhar Kazmi, Business Policy and Strategic Management, Sultan Chand, New Delhi
4. Ghosh PK, Strategic Management, Sultan Chand, New Delhi

REFERENCE BOOKS:

1. Arthur A Thompson and Strickland A J III, Strategic Management, Tata Mc Graw Hill, New Delhi
2. Gerry Johnson, Exploring Corporate Strategy, Prentice Hall of India, New Delhi
3. Fred R David, Strategic Management, Prentice Hall of India, New Delhi
4. Mittal AC, Sharma BS, Strategic Management, Vista International Publishing House, New Delhi
5. John A Pearce II, Richard B Johnson, Strategic Management, Tata Mc Graw Hill, New Delhi
6. Maisana and Maissucata, Strategy for a Business, Sage Publication, New Delhi

WEBSITES:

www.quickmba.com

www.strategicmanagementreview.com

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS

5x20=100

5 questions to be answered out of 8 questions

PAPER III – FINANCIAL ANALYSIS & FINANCIAL MANAGEMENT

INTERNAL PAPER

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: 12M15/FFA

OBJECTIVES:

1. To provide knowledge of the various techniques of financial analysis and equip students to study financial statements.
2. To create an understanding of the different financial functions.

UNIT – I

Financial Statement – Changes in Financial Position – Funds Flow Statement – Cash Flow Statement – Financial Analysis – Nature – Uses – Trend Analysis – Comparative Statement Analysis – Ratio Analysis

UNIT – II

Financial management – Nature, Scope, Functions – Financial Goal, Profit Maximization Vs. Wealth Maximization, Sources of Finance – Short Term Finance – Long Term Finance – Shares, Debentures, Term Loan, Convertible Debentures and Warrants

UNIT – III

Investment Decision – Types, Risk Analysis in Capital Budgeting – Cost of Capital – Cost of Debt, Equity, Preference, Weighted Average, Cost of Capital – Floatation Cost – Cost of Capital and Investment Analysis

UNIT – IV

Financing and Dividend Decision

Financial and Operating Leverage – Capital Structure Planning – Theory and Policy – Financial Distress and Agency Cost – Dividend Theory – Consideration in Dividend Policy – Dividend

theories – Stability in Dividends – Forms of Dividend - Buyback of Shares – Corporate Dividend Behaviour

UNIT – V

Working Capital Management

Working Capital – Concept – Permanent and Variable Working Capital – Determinants – Issues in Working Capital – Financing Working Capital – Options and Futures – Derivatives for Managing Financial Risk – Shareholder Due Diligence and Corporate Governance

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:

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PAPER – IV – FINANCIAL MARKETS AND SERVICES

INTERNAL PAPER

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: 12M15/FMS

OBJECTIVES:

1. To provide an overview of the financial system and equip the students to understand financial functions.
2. To create knowledge about financial markets, services and their operations.

UNIT – 1

An Overview of Financial Markets, Legal and Regulatory Frameworks, Financial Sector Reforms - Various Segments of Financial Market – Money Market – Structure – Characteristics – Players – Instruments.

UNIT – II

Capital Market – Structure – Characteristics – Primary and Secondary Markets – Market Intermediaries – Stock Brokers – Underwriters – Depositors – Credit Rating Agencies

UNIT – III

Stock Market Systems – Trading, Listing – NSE – OTCEI- Online Trading System – SEBI Guidelines for Capital Issues – Pricing, Insider Trading – Investor Protection

UNIT – IV

Derivative Markets – Options and Futures – Trading System, Pricing Derivatives – Risk Hedging towards derivatives – Derivative Market in India and its Regulations

UNIT – V

Financial Services – Overview – Merchant Banking – Leasing – Factoring – Securitization – Venture Capital Financing – Mutual Funds

RECOMMENDED TEXT BOOK:

1. Gordon and Natrajan, Financial Markets and Services, Himalaya Publications, Mumbai

REFERENCE TEXT BOOKS:

1. Fabbozzi, Foundation of Financial Markets and Institutions, Pearson's Education, New Delhi
2. Machiraju HR, Indian Financial System, Vikas Publications, New Delhi
3. Bhale, Financial Institutions and Markets, Tata MC Graw Hill, New Delhi
4. Khan MY, Financial Services, Tata MC Graw Hill, New Delhi
5. Dr Guruswamy S, Financial Services, Vijay Nicole Imprints (P) Ltd, Chennai

WEBSITES:

www.marketwatch.com

www.financialservices.gov.in

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS

5x20=100

5 questions to be answered out of 8 questions

PAPER V - CONSUMER BEHAVIOUR

INTERNAL PAPER

TEACHING HOURS: 90

CREDITS: 5

COURSE CODE: 12M15/COB

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:

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