The M. Phil Degree syllabus has been revised with effect from the academic year 2018 – 19 under the Choice Based Credit System (CBCS) as specified by Government of Tamil Nadu. The course has been designed to enhance the employability of the students especially for the teaching profession.

Eligibility for Admission

Candidates should have passed two years PG degree course (M.Com General / M.Com with any specialization after three years degree course and higher secondary of 12 years duration or pre – university under 11 years SSLC (10+2 years or 11+1 years)

Minimum marks for admission for full time M.Phil degree course shall be 50% for the candidates who have qualified for the master's degree prior to 1-1-91 and 55% for the candidates who have qualified for the degree after 1-1-91.

Candidates belonging to SC/ST and physically challenged who are qualified on or after 1-1-91 are given concession of 5% of marks in the minimum eligibility marks prescribed. There is no provision for rounding off of 54.5% marks and above to 55%.

The reservation policy of the government is strictly followed in admissions for candidates from University of Madras, autonomous colleges and from non-autonomous colleges of University of Madras who have obtained their PG degree.

Both internal and external marks are considered for the qualifying examination.

The case of candidates who have obtained their PG degree from other universities, marks secured by them in external examination alone are considered for the qualifying examination.

Selection

Selection of candidates is based on the marks secured in the qualifying examination, entrance test and viva conducted by the department.

Eligibility for award of Degree

A candidate is eligible for a degree only if she has undergone the prescribed course of study for a period of not less than one and has passed the examinations and submitted her dissertation at the end of the course period.

COURSE OF STUDY

S.NO	CORE PAPER	Paper code	Credits	Hours	CA Marks	SE Marks	Total
1.	Research and Teaching Methodology	7M18/RTM	5	75	40	60	100
2.	Contemporary Issues in Business	7M18/CIB	5	75	40	60	100
3.	Internal Paper (based on specialization)		5		-	-	100
	i)Advanced Financial Management (**or**)	7M18/AFM					
	ii)Organisational Behaviour (**or**)	7M18/ORB					
	iii)Marketing Management (**or**)	7M18/MAM					
	iv)Entrepreneurial Development	7M18/EDP					
4.	Dissertation and Viva-Voce	7M18/DIS	21		CA 50	Final Report 100 and Viva Voce 50	Total 200 Reduced to 100
	Total Credits		**36**				

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The Programme aims at producing Research Graduates who will be able to:

PEO 1: SUBJECT PROFICIENCY

Attain proficiency in the commerce related fields, empowering them to ably face the challenges of the dynamic business environment.

PEO 2: PROFESSIONAL GROWTH

Pursue higher education in the fields of commerce and management and have professional expertise and research acumen for successful careers in industry, research and academia.

PEO 3: RESEARCH SKILLS

Emerge with good analytical, logical and reasoning skills for a successful career in research.

PEO 4: NATION BUILDING

Exhibit ethical and environmental values and become responsible citizens of the nation.

PROGRAMME OUTCOMES (POs)

On completion of the M.Phil Programme, the researcher will be able to

PO 1: Apply contextual and practical knowledge endowed professionally for the academic and corporate world.

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

PO 3: Apply skill sets for critical and analytical thinking, communication and leadership in all walks of life.

PO 4: Identify, design & formulate projects relating to the need of the environment for sustainable development.

PO 5: Plan for any area of specialisation relating research in initiatives relating to contemporary areas in business and design teaching methodology based on practical exposure gained for life long learning. **(USP)**

PROGRAMME SPECIFIC OUTCOME (PSOs)

On completion of the specific programme the researcher will be able to:

PSO 1: Apply the knowledge of latest trends in Commerce relating to human resource management, marketing, banking, entrepreneurial development and finance.

PSO 2: Analyze and evaluate the complex problems in business with an understanding of the contextual and practical knowledge gained.

PSO 3: Prepare for a career in teaching and research.

PSO 4: Equipped for employment in Government and Private Research institutions

PSO 5: Engage in lifelong learning by being equipped with a global outlook towards facing challenges of the dynamic world.

PSO 6: Acquire proficiency and analytical skills in areas of commerce along with hands on experience in organizations with respect to research project/work.

PROGRAMME PROFILE

S.NO	CORE PAPER	Paper code	Credits	Total Hours	CA Marks	SE Marks	Total
1.	Research and Teaching Methodology	7M18/RTM	5	75	40	60	100
2.	Contemporary Issues in Business	7M18/CIB	5	75	40	60	100
3.	Internal Paper (based on specialization)		5		-	-	100
	i)Advanced Financial Management (**or**)	7M18/AFM					
	ii)Organisational Behaviour (**or**)	7M18/ORB					
	iii)Marketing Management (**or**)	7M18/MAM					
	iv)Entrepreneurial Development	7M18/EDP					
4.	Dissertation and Viva-Voce	7M18/DIS	21		CA 50	Final Report 100 and Viva Voce 50	Total 200 Reduced to 100
	Total Credits		**36**				

EVALUATION PATTERN FOR CA - M.Phil

INTERNAL VALUATION BY COURSE TEACHER/S

CORE PAPERS

COMPONENT	TIME	MAX.MARKS	CA MARK
1. TEST I	2 HRS	50 MARKS (TO BE CONVERTED)	10
2. TEST II	2 HRS	50 MARKS (TO BE CONVERTED)	10
3. ASSIGNMENT/SEMINAR/FIELD VISIT			10
4. PARTICIPATORY LEARNING			<u>10</u>
TOTAL			**<u>40</u>**

PROJECT

COMPONENT	MARKS
Internal Valuation	- 50 marks

QUESTION PAPER PATTERN - M.Phil

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K4	A-5/8 x8 marks	500	40		
K5, K6	B-3/5x20 marks	1500	60	100	

RUBRICS FOR CONTINUOUS ASSESSMENT – M.Phil

Assignment	**Content/originality/Presentation/Schematic Representation and Diagram/Bibliography**
Seminar	**Organisation/Subject Knowledge/Visual Aids/Confidence level/presentation-Communication and Language**
Field Visit	**Participation/Preparation/Attitude/Leadership**
Participation	**Answering Questions/Clearing Doubts/Participating in Group Discussions/Regular Attendance**
Case Study	Finding the Problem/Analysis/Solution/Justification
Problem Solving	Understanding Concepts/Formula and Variable Identification/Logical Sequence/Answer
Group Discussion	Preparation/Situation Analysis/Relationship Management/Information Exchange/Delivery Skills
Flipped/Blended Learning	Preparation/Information Exchange/ Group interaction/Clearing doubts

END SEMESTER EVALUATION PATTERN – M.Phil

CORE PAPERS

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS: 100 TO BE CONVERTED TO 60

PASSING MARKS: 50

PROJECT

DOUBLE VALUATION BY RESEARCH SUPERVISOR AND EXTERNAL EXAMINER

End Semester Evaluation

Dissertation   :   100   :

VIVA VOCE   :   50

               :   150

CONTEMPORARY ISSUES IN BUSINESS

Total   Hours: 75   **Course Code: 7M18/CIB**
Credits   : 5

COURSE OBJECTIVES

To enable students:
> To understand the concept of strategic human resources management and its impact on practices
> To identify all the recent trends in marketing.
> To analyse the current trends in the banking industry including e-banking practices.
> To design and integrate steps for starting and financing of entrepreneurial business units.
> To assess the latest trends in the finance sector.

COURSE OUTLINE

UNIT 1: **Strategic HRM:** Concept & nature of SHRM, Strategic fit, and Resource based
           view of SHRM, Perspectives on strategic HRM, Best practice approach,
           best fit approach, bundling of practices. Impact of SHRM –link between
            HR activities & Performance .SHRM & its impact on practices**.**   **(15hrs)**

UNIT 2: **Recent Trends in Marketing**
           e- Business, Telemarketing, Automatic Vending, e-Auction, Digital
           Marketing Rural Marketing-concept & scope, characteristics of Rural Consumer, Rural
           vs Urban Marketing Rural, Rural Marketing Information system, Green Marketing-
           Consumer's intention   **(18 hrs)**

UNIT 3: **Recent Trends in Banking**
           Transfer of Funds - RTGS, E-Payment System, Online payment system - prepaid and
           post paid payment system - E-Wallets - Digital Currency – Debit card- credit card –
           smart card – Micro payment – Security issues on Electronic payment system   **(14 hrs)**

UNIT 4:   **Entrepreneurial Development:** Entrepreneurship- Traits – Types (including social
            entrepreneurs) – steps for starting business unit –elements of project formulation –
            Institution's assisting entrepreneurs- Government- NGO's (development agencies)
            Commercial Banks.   **(18 hrs)**

UNIT 5**:   Recent Trends in Finance:** Behavioural Finance, Financial Inclusion, Mergers and
            Acquisitions – Rationale of Mergers – Types (Theory only)
                                                                                      (10 hrs)

REFERENCE BOOKS:

1. Armstrong's Handbook of Strategic Human Resource Management
   Michael Armstrong, 5th edition-2011-Kogan Page-(London) New Delhi

2. Elias M Awad- Electronic Commerce- Prentice Hall of India Private Limited New Delhi

3. Dr.C.P. Gupta and Dr.N.P Srinivasan Entrepreneurship Development in India – Sultan Chand and Sons

4. Peter . F. Drucker- Harper Innovation and Enterpreneurship Practice and Principles, Row Publishers Inc

5. K.P.M.Sundharam & P.N. Varshney Banking Theory, Law & Practice-– Sultan Chand & Sons.

COURSE OUTCOMES:

Students will be able to:

CO1	Apply the concept and principles of strategic human resource management.
CO2	Discuss the recent trends in marketing relating to e-business, e-auction, green marketing and so on.
CO3	Apply procedure for transfer of funds, through different online methods.
CO4	Outline project proposals including funds sourcing.
CO5	Apply the knowledge with respect to behavioural finance, financial inclusion, mergers and acquisition of business.

JOURNALS

1. Journal of Contemporary Issues in Business Research
2**.** International Journal of Marketing and Business Communication

E –LEARNING RESOURCES
1. https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/ARMSTRONGS%20HANDBOOK%20OF%20HUMAN%20RESOURCE%20MANAGEMENT%20PRACTICE/2%20-%20Strategic%20Human%20Resource%20Management.pdf
2. https://www.chiefmarketer.com/top-2019-digital-marketing-trends-and-predictions/
3. https://www.ibef.org/industry/indian-rural-market.aspx
4. https://www.mbainfoline.com/Articles%20on%20Management/Recent%20Trends%20in%20Banking.htm
5. https://www.rbi.org.in/scripts/AnnualPublications.aspx?head=Trend%20and%20Progress%20of%20Banking%20in%20India

6. https://www.toppr.com/guides/business-studies/entrepreneurship-development/
7. https://www.slideshare.net/PrashantShrestha11/behavioral-finance-overview
8. https://mpra.ub.uni-muenchen.de/31253/1/MPRA_paper_31253.pdf

MAPPING

COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	1	3	2	2	2
CO2	2	1	3	2	2	2
CO3	2	1	3	2	2	2
CO4	2	1	3	3	2	2
CO5	2	1	3	2	2	2
AVERAGE	2	1	3	2	2	2

KEY: **STRONGLY** CORRELATED-3 **M**ODERATELY CORRELATED-2**W**EAKLY CORRELATED-1 **N**O CORELATION-0

TEACHING METHODOLOGY:

Lecture (Chalk and Talk-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos-
Problem Solving-Group Discussion-PPT
Quiz-Seminar-
Peer Learning-
Self-Study Papers

QUESTION PAPER PATTERN

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K5, K6	**5/10 x 20 marks**	**1000**	**100**	**100**	10 theory questions 2 from each unit

RESEARCH & TEACHING METHODOLOGY

Total hours: 75   **Course Code: 7M18/RTM**

Credits: 5

COURSE OBJECTIVES:

To enable the students
- ➢ To Gain knowledge about types of research, research process and hypothesis testing.
- ➢ To learn various sampling techniques, data collection methods, test questionnaires for validity and reliability.
- ➢ To understand the steps in processing and tools of univariate, bivariate and multivariate analysis.
- ➢ To learn the techniques of interpretation and report writing and preparation of research projects for finding purposes.
- ➢ To develop teaching, communication, presentation skills.

COURSE OUTLINE:

UNIT 1

Introduction to Research Methodology – Meaning ,purpose and type of research, Research Design – steps in selection and formulation of a Research problem – Research hypothesis – types – concepts – procedures of testing hypothesis   **(15 hrs)**

UNIT 2

Sampling Techniques – Sampling error & Sample size. Measurement and scaling techniques. Data collection methods- testing validity and reliability   (**15 hrs)**

UNIT 3

Processing of Data – editing – coding ,classification and tabulation, Analysis of data- Measures of relationship – Correlation and Regression – simple and partial Time Series analysis – introduction – measurement of secular trend – methods- Measurement of seasonal variations Hypothesis testing and estimation ;testing of small and large small – ANOVA and Chi Square Test for association and Goodness fit. Multivariate analysis using (SPSS) - Multiple Regression, Factor Analysis, Cluster analysis, Discriminate analysis – exposure to PROWESS Database (demo)   **(15 hrs)**

UNIT 4

Interpretation and report writing – Meaning and precautions in Interpretation ,types of reports – style and conventions in reporting – steps in drafting of report – preparing research proposals for funding – UGC,AICTE,ICSSR funding schemes and their requirements   **(15hrs)**

UNIT 5

Lecture- steps- planning – Teaching skills – Teacher's competencies Managerial skills – communication skills – Teaching Aids. Presentation Skills – presentation Aids, planning and structuring a presentation   **(15 hrs)**

80% theory and 20% problems

REFERENCE BOOKS:

1. Donald R.Cooper, Pamela S.Schinder, Business Research Methods
2. Gupta S.P.Statistical Methods, Sultan Chand and Sons, New Delhi
3. Kothari C.R. Research Methodology, Vikas publishing Ltd
4. Robert G.Murdick, Business Research – Concepts & Practice International Text Book Co..

JOURNALS:

National: Promotional Strategies for Marketing to Rural Consumer and Tapping the Evolving Rural Markets: A study on the Gold Ornament Market.Authors: Moideen, Asha K. asharashid@yahoo.co.in Sreeranganadhan, k.ahadadinkhan@gmail.com
Source: Journal of Commerce & Management Thought. Jan-Mar2013, Vol. 4 Issue 1, p22-37. 16p.

International: Improving the Pedagogy of Research Methodology through Learning Analytics. **Authors:** Daniel, Ben Kei ben.daniel@otago.ac.nz   **Source:** Electronic Journal of Business Research Methods. Mar2019, Vol. 17 Issue 1, p43-53.   11p.

E –LEARNING RESOURCES
1. **www.madares.ac.ir>uploads>Agr.oth.lib.17.pdf**
2. **www.researchgate.net>publication>319998246-sampling-methods**
3. **www.egyankosh.ac.in>bitstream>unit9**
4. **www.sildeshare.net>priyansakthi>interpretation_and_report_writing**
5. **www.researchgate.net>publication>242060050_teaching_research**

COURSE OUTCOMES:
Students will be able to

CO1	Design research proposals, and test research hypothesis.
CO2	Compute sample size, measure collected data and test for its validity and reliability
CO3	Apply statistical tools for processing of data
CO4	Interpret research findings and prepare research reports.
CO5	Apply teaching and communication presentation skills for effective teaching.

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	2	3	2	2	3
CO2	0	2	3	2	2	3
CO3	0	2	3	2	2	3
CO4	0	2	3	2	2	3
CO5	1	3	3	2	2	1
AVERAGE	1.2	2	3	2	2	2.6

KEY: **STRONGLY** CORRELATED-3 **M**ODERATELY CORRELATED-2**WEAKLY** CORRELATED-1 **N**O CORELATION-0

TEACHING METHODOLOGY:

Lecture (Chalk and Talk-OHP-LCD)
Flipped Learning/Blended Classroom-E Content, Videos-
Problem Solving-Group Discussion-PPT
Quiz-Seminar-
Peer Learning-
Self-Study Papers

QUESTION PAPER PATTERN

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K5,K6	**5/10 x 20 marks**	**1000**	**100**	**100**	2 questions from each unit 2 problems , 8 theory questions