

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**DEPARTMENT OF COMMERCE**

**(AIDED)**

**M.Phil**

**SYLLABUS WITH EFFECT FROM 2018-19**

**ETHIRAJ COLLEGE FOR WOMEN (Autonomous)**

**M.PHIL DEGREE COURSE  
DEPARTMENT OF COMMERCE (Aided)**

**REGULATIONS WITH EFFECT FROM 2018 – 19**

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 TamilNadu. 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	Viva Voce 50	Total 200
	Total Credits		36				

## CONTEMPORARY ISSUES IN BUSINESS

Teaching Hours: 75

Course Code: 7M18/CIB

Credits : 5

### Objectives:

- ❖ To enable students to understand the emerging concepts in the business environment.
- ❖ To gain an insight into the techniques for quality management.

**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)

THIS COURSE IS HIGHLY EMPLOYABLE

### **Suggested Readings**

1. Armstrong's Handbook of Strategic Human Resource Management  
Michael Armstrong, 5<sup>th</sup> edition-2011-Kogan Page-(London) New Delhi
2. Entrepreneurship Development in India - Dr.C.P. Gupta and Dr.N.P Srinivasan – Sultan Chand and Sons
3. Innovation and Entrepreneurship Practice and Principles, Peter . F. Drucker- Harper and Row Publishers Inc
4. Green Marketing – Jacquelyn Ottman; Rural Marketing –Pradeep Kashyap
5. Investment Analysis and Portfolio Management – Prasanna Chandra
6. Banking Theory, Law & Practice-K.P.M.Sundharam & P.N. Varshney – Sultan Chand & Sons.
7. Electronic Commerce- Elias M Awad- Prentice Hall of India Private Limited New Delhi

### **Question paper Template**

**Time : 3 hrs**

**Max Marks: 100**

**Answer any 5 questions (5\* 20 =100)**

10 questions – 2 from each unit

## RESEARCH & TEACHING METHODOLOGY

Teaching hours: 75

Course Code: 7M18/RTM

Credits: 5

### Objectives:

- ❖ Gain knowledge with respect to concept, process and types of research
- ❖ Approaches to research and formulation of research proposals
- ❖ Enable students to learn basic mathematical and statistical methods used in social science research

### 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)

RECOMMENDED AS HIGHLY EMPLOYABLE

NOTE: 80% theory and 20% problems

**Reference books:**

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

**Question paper Template**

Time 3 hrs

Maximum Marks 100

**Answer any 5 questions (5\*20 =100)**

10 questions – 8 Theory questions and 2 Problems