

ETHIRAJ COLLEGE FOR WOMEN
DEPARTMENT OF COMMERCE
M.PHIL DEGREE COURSE
REGULATION WITH EFFECT FROM 2015 – 16

The M.Phil Degree syllabus has been revised with effect from the academic year 2015 – 16 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.

REGULATIONS

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 college 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
1.	Research methodology	7M15/RMD	5
2.	Contemporary Business	7M15/CMD	5
3.	Internal Paper(based on specialization)		
	i)Advanced Financial Management or	7M15/AFM	5
	ii)Organisational Behaviour or	7M15/ORB	5
	iii)Marketing Management	7M15/MAM	5
4.	Dissertation and Viva-Voce	7M15/DIS	21
	Total Credits		36

M.Phil Commerce

CONTEMPORARY BUSINESS

Teaching Hours: 75

Course Code: 7M15/CMB

Credits : 5

Objectives:

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

UNIT 1

Managing in the 21st century- Global Business environment – Cultural and ethical environment – Globalization – effect on business in India and management practices.

(15 hrs)

UNIT 2

Managing for quality- Deming and Juran's contribution for quality movement – ISO 9000. Overview of global quality standards – TQM – TQM in Indian companies. Business Process reengineering – managing BPR – need – responsibility and implementation of BPR – limitations – BPR in Indian industry

(15 hrs)

UNIT 3

Information technology and its impact on management – global developments in communication and information technology – development -storage and retrieval of information - web based and internet based business operations

(15 hrs)

UNIT 4

Outsourcing – concept and meaning – economics of outsourcing – causes for outsourcing methods of outsourcing- types of business process outsourced – global trends in outsourcing

(15 hrs)

UNIT 5

Mergers and acquisitions – rationale of mergers – types (theory only)

(15 hrs)

Suggested Readings

1. Stephen Robbins, Management New Delhi 2002
2. Basotia G.R. Total Quality Management McGraw Hill
3. S.Nakkiran and D.J.Franklin, Business Process Outsourcing Deep & Deep. Pub, New Delhi
4. Deode Keuning, Management - A contemporary approach Prentice Hall

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: 7M15/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)

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