

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

(Accredited with 'A' Grade by NAAC)

PUTHANAMPATTI - 621 007

M.Phil. (Commerce) (FT/PT) (w.e.f.2019-2020 onwards)

Course structure & scheme of Examinations

(For the candidates Admitted from the Academic year 2019-2020 onwards)

Semester	Course	Title of the papers	Marks		
			CIA	F.E	Credit
I	CC-I	Research Methodology	40	60	4
	CC -II	Advanced Financial & Marketing Management	40	60	4
		EC- III	Entrepreneurial development	40	60
		Personnel Management	40	60	4
		Marketing Management	40	60	4
		Corporate Finance	40	60	4
	CC- IV	Teaching and Learning Skills	40		
II		Dissertation	50	150	8

(Thesis 150+Viva-Voce 50)

CIA—Continuous Internal Assessment

F.E—Final Examination

CC - I: RESEARCH METHODOLOGY

Objective
<p>At the end of this course, students will be able to</p> <ul style="list-style-type: none"> ❖ Understand some basic concepts of research and its methodologies ❖ Identify appropriate research topics ❖ Select and define appropriate research problem parameters ❖ Prepare a project proposal ❖ Write report thesis

UNIT -I	<p>Foundations of Research: Meaning, Objectives, Ethics, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process, Research Methodology and Design; Approaches – selection of problem – Techniques involved in defining a problem – concept of Research Design – Basic Principles – Concepts – types.</p>
UNIT -II	<p>Sampling Design – Steps – Criteria in selecting a sample – Types of sampling design – Sampling error - Scaling techniques – rating scale – attitude scales –Likert, Thurstone and Guttman scales.</p>
Unit -III	<p>Technique of survey and data collection - Primary and secondary data - design of questionnaire and schedules – interview technique – experimental and case study - pilot study –processing of data – Tabulation – Internet sources – Data bases – Websites available for data collection.</p>
Unit- IV	<p>Formulation of Hypothesis – Null and Alternative Hypothesis – Analysis of data – statistical tools for analysis – Frequency distribution – Mean – Standard deviation – correlation - regression – Factor analysis – ANNOVA - F test, t test , z test - and interpretation of data through SPSS.</p>
Unit -V	<p>Report writing – Meaning – Techniques and precautions – Significance of report writing – Target audience – Different steps in writing report – Layout of research report – Types – Mechanism of report writing. Use of</p>

	tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism.
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Reference Books:

- ❖ Kothari C.R. Research Methodology : Method and Techniques, Wiley Eastern Ltd., New Delhi
- ❖ Amarchand D. Research Methods in Commerce – Emerald Publishers, Chennai
- ❖ Rigley, Paul: Conceptual foundations of Business Research – John Wiley and Sons, NewYark
- ❖ Tandon B.C. Research Methodology in Social science.
- ❖ Anderson J.Berry H.D&Poole M. Thesis and Assignment writing M.Wiley Eastern. Limited New Delhi
- ❖ Krishnasamy O.R. Research Methodology in Business, Himalaya Publishing House.
- ❖ Emory – Business Research Models.
- ❖ Murdick _ Business Research Concept and practice.
- ❖ Goode & Had – Methods of social Researcvh Mc Graw Hill.

CC-II: ADVANCED FINANCIAL AND MARKETING MANAGEMENT

Objectives
<p>At the end of this course, students will be able to</p> <ul style="list-style-type: none"> ❖ Understand some basic concepts of financial management ❖ Identify appropriate marketing structure ❖ Select and define appropriate marketing research parameters ❖ Understand buyer behavior

UNIT- I	Fifty years of development in Finance – Relationship between Risk and value additivity – Markowitz and birth of portfolio theory – capital Asset Pricing Model – Capital budgeting - Techniques – Uncertainties.
UNIT -II	Financial decision – theories of capital structure – trading on equity – EBIT – EPS analysis- analysis of internal and external financial methods – capital structure planning in practice – determinants – financial planning - over capitalization – under capitalization. (Problem and theory).
UNIT –III	Financing Decision and Market Efficiency – Efficient Market Hypothesis – corporate Financing – Interaction between Investment and Financing Decisions.
UNIT-IV	Market structure – Kinds – channel policy and selection criteria – market measurement and forecasting – segmentation and Targeting the market – distribution policy – features of middlemen –Understanding the Buyer: Roles in consumer decision making – influences on Buyer behavior – tools to study Buyers behavior.
UNIT-V	Marketing research and contemporary Issues in marketing: Objectives and methods of marketing research – major Issues of research – methodology for research – questionnaires – interview methods – measurement of scaling techniques and data analysis. Global marketing – rational – principal driving forces - product strategy and organization for global marketing –WTO –recent development.

Reference books:

- ❖ IM.pandey,Financial management, vikas 1999.
- ❖ Brealey 7 Myers, principles of corporate Finance, McGraw Hill 1990.
- ❖ Prasanna Chandra Financial management – Tata McGraw Hill 2004.
- ❖ khan & Jain Financial management – Vikas publishing House – 2004.
- ❖ Van Horne – Financial management and policy – PHL New Delhi – 2004.
- ❖ SN Maheswari – Financial management - Sultan chan company New Delhi – 2004.
- ❖ Sharma & Gupta Financial management – kalyani publishers Ludhiana – 2004.
- ❖ Cundiff, Still &Covoni:”Fundamentals of Modern marketing” (Prentices Hall of India) – New Delhi2004.
- ❖ Philip Kotler – marketing of the New Millennium” (Prentices Hall of India) – New Delhi2004.
- ❖ W.stanton –Marketing Management - Tata McGraw Hill, New Delhi 2004.

EC-I: ENTREPRENEURIAL DEVELOPMENT

Objective
<p>At the end of this course, students will be able to</p> <ul style="list-style-type: none"> ❖ Understand some basic concepts of Entrepreneurship ❖ Identify entrepreneurial traits ❖ Select appropriate source of finance ❖ Plan various marketing channels

UNIT- I	<p>Entrepreneurial culture – Meaning – Stages in the entrepreneurial process - Barriers to entrepreneurship – socio-economic origins of entrepreneurship – Environmental factors affecting entrepreneurship – Entrepreneurial structures – characteristics of entrepreneurship – Conceptual model – views of Schumpeter – walker and Drucker - Theories of entrepreneurial origin – Entrepreneurs.</p>
UNIT -II	<p>Entrepreneurial traits and motivation : Entrepreneur and enterprise – Entrepreneurs and managers – Traits of a true entrepreneurs – Types of entrepreneurs – Functions of an entrepreneur – Behavioural patterns of entrepreneurs – Motivating factors.</p>
UNIT -III	<p>Sources of project Finance : Sources of finance – Capitalstructure planning – Financial leverage – cost of capital – project finance – Term loans – Lease finance – working capital – Sources capitilisation – over and under capitalization – Bridge finance – Venture capital.</p>
UNIT- IV	<p>Marketing channels – Concept of marketing channel – significance of channel – Need and functions - Channel design – Strategy and choice of channel – Setting quality channels.</p>
UNIT -V	<p>Entrepreneurial Development Programmes : Concept of entrepreneurial development – Need for training and development – Phases of entrepreneurial development – Contents of training programme – Problems in institutional framework.</p>

Reference books:

- ❖ Desai V. 2000 Entrepreneurial Development Bombay, Himalaya Publishing House
- ❖ Gupta C.B. and Srinivasan N.P. 2000 Entrepreneurial Development New Delhi, Sultan Chand & Sons
- ❖ Saravanavel, 2000, Entrepreneurial Development New Delhi Sultan Chand & co

EC-II: PERSONNEL MANAGEMENT

Objective
At the end of this course, students will be able to <ul style="list-style-type: none">❖ Understand some basic concepts of Personnel Management❖ Identify Procurement of Man power planning❖ Select appropriate training methods❖ Evaluate performance appraisal❖ Able to settle various grievances

UNIT- I	Definition of Personal Management – Evolution and Growth of personnel management – Qualities of a good personnel management- professionalization – future of personnel management in India. Planning and organizing the personal function – operative and Managerial function.
UNIT -II	Procurement of Man power planning – Procurement of personnel – Kinds or quality of personnel – job Analysis – Job Description – Recruitment Policy – Sources of Recruitment – Selection – Recruitment and selection practices in India.
UNIT -III	Development of employees: Orienting and Training employees – New employees orientation – Training needs Assessment – Training practices in India – Principles of learning- Identifying and Developing management Talent – Development Programmes.
UNIT- IV	Performance Appraisal : Purpose of Appraisal – Factors affecting performance appraisal – Essentials of a good appraisal methods – Criteria of performance appraisal – Performance criteria for operatives – for Frontline supervisors- Limitations of performance appraisal.
UNIT -V	Grievance and Discipline : Causes of Grievance redressal procedure – The Open door policy – Settlement of Grievance in Indian Industry.

Reference books:

- ❖ Dale Earnest 'Management Theory and practice' McGraw Hill
- ❖ Bearly & Mayers 'Principles of Corporation McGraw Hill
- ❖ Lawrence, A Ralt, Robert & Hurdick & Fred E.Schuster 'Human Resource Management': A behavioural system approach Richard D.Irwin, Homewood, Illinois
- ❖ Philip Kotler 'Marketing management, Analysis, Planning & control Prentice Hall
- ❖ Aswathappa K. Human Resources Management , Himalaya, Bombay
- ❖ Tripathi ND., Personnel Management and Industrial Relations, S.Chand

EC-III: MARKETING MANAGEMENT

Objective
<p>At the end of this course, students will be able to</p> <ul style="list-style-type: none"> ❖ Understand some basic concepts of marketing ❖ Plan for new product development ❖ Select appropriate pricing decision ❖ Plan various channel.

UNIT -I	Evolution of Marketing : Modern views on marketing – The core concepts of Marketing – Marketing environment – Marketing strategy – Consumer Behaviour – Market Segmentation – Marketing information system and Marketing Research.
UNIT- II	Product Decision: Product Mix decision, Product Positioning life cycle, Marketing strategies on for introduction Growth, maturity and declining stages – New product development process – various stages in new product development process.
UNIT -III	Pricing Decisions: Pricing Objectives, Policies – Strategies – Selecting a pricing method – New product pricing – Pricing strategies for different stages in the Life Cycle of a product, Skimming pricing strategies – Penetration pricing strategies.
UNIT -IV	Channel Decision : Role of distribution channels – Channel functions – Channel levels – Channel management Decisions – Factors Governing Choice of channel – Selection of channel for new product of new company – E marketing.
UNIT- V	Promotional Decisions: Promotion decision – Communication process – Promotional mix- Advertisement – Sales – promotion and public relations – Managing the sales force Rationale for Global Marketing Impact of ICT on Global Marketing Importance of Rural Marketing in India Concept and Strategy of Green Marketing.

Reference books:

- ❖ Philip Kotler – Marketing Management analysis planning and control(prentice Hall)
- ❖ Condiff Still and Govoni – Fundamentals of Modern Marketing(Prentice Hall)
- ❖ Mandell and Rosenbverg – Marketing (Prentice Hall)
- ❖ J.C.Gandhi – Marketing A Managerial Introductiion Tata Mc Graw Hill
- ❖ D.Amarchand B.Varadharajan – Introduction to Marketing (Vikas)

EC-IV: CORPORATION FINANCE

Objective
<p>At the end of this course, students will be able to</p> <ul style="list-style-type: none"> ❖ Understand some basic concepts corporation finance ❖ Identify various sources and forms of finance ❖ Select appropriate financial intermediaries ❖ Review Global financial market

UNIT -I	Financial Environment - Finance – Economics and Accounting – An overview of finance functions – Legal Operative and Tax Environment of the firm. Financial plan – need theories, capitalization over and under capitalization – capital structure corporate share capital, debt capital and Leverages.
UNIT- II	Sources and forms of finance – Source of long-term finance, long- term debt – characteristic of long-term financing, term loans corporate bonds, Investment Banking – Preferred and common stock –leasing – convertible warrants options. Sources of short term financing – Spontaneous sources, unsecured source and secured source.
UNIT -III	Financial Intermediaries Markets and Interest rates – Money market – capital market – Interest rates – Required returns, International Financial Market.
UNIT -IV	Multinational Finance – Global Financial Markets – Exchange Rates and International Monetary system procedure for analyzing potential foreign investment – Management of foreign Assets, International capital market.
UNIT- V	Finance and Financial Institutions – Factors responsible for Growth of Institutional Financial Institutional Agencies for supply of Finance to the Industries. Regulations on Financing by financial institutions – Commiottees on regulation finance – Regulations on Stock markets. Recent reforms in stock Market – SEBI.

References books:

- ❖ H.B.Mayo – Finance an Introduction – Dryden Press
- ❖ S.C.Dachall – Corporation Finance – Chaitany Publication
- ❖ J.C.Vanhorne – Financial Management and policy – Eastern Economy edition –
Eight edn 1985
- ❖ Scall Haley – Introduction to Financial Management – Mc Graw Hill Book
Company 2nd Edn 1986
- ❖ Larence J.Gitman – Principles of Managerial Finance – Haper International Edn
1985
- ❖ E.F.Brigham – Fundamentals of Financial management – Dryden Press 1980
- ❖ R.M. Srivastava – Essentials of Business Finance – Himalay Publishing house
1986.

CC-IV: TEACHING AND LEARNING SKILLS

Objective
<p>At the end of this course, students will be able to</p> <ul style="list-style-type: none"> ❖ Understand some basic concepts of teaching and learning skills ❖ Identify various elements of communication ❖ Select appropriate communication Technology ❖ Review various pedagogy

UNIT- I	New Trends in Learning and Teaching : Learner’s characteristics – Factors affecting learning – Methods of teaching – Factors affecting teaching – Teaching aids – Evaluation systems – ICT in teaching and learning –ICT for research – on line journal & E-book review - E-content development.
UNIT -II	Communication : Definition – Elements of communication – Nature – Characteristics – types- Barriers and effective classroom communication – Skills of communication – Listening- speaking – reading and writing.
UNIT- III	Communication Technology: Bases Trends and developments – Skills of using communication technology – EDUSAT - and ETV channels, communication through web Audio and video applications on internet ,Interpersonal communication through web.
UNIT- IV	Pedagogy: Instructional Technology – Definition, objectives, and Types – Difference between teaching and Instruction -Lectures Techniques – Steps, Planning of a lecture, delivery of a lecture – narration in tune with the nature of different disciplines – lecture with power point presentation – versatility of Lecture techniques – Demonstration: Characteristics, Principles, planning, implementation and evaluation – teaching learning techniques : Team teaching , Group discussion, seminar, workshop, conference, symposium, and panel discussion – Modes of teaching CAI, CMI and WBI.
UNIT -V	Teaching skills: Definition, meaning and nature- types of teaching skills – skill of set induction, skill of stimulus variation, skill of explaining, skill of probing questions, skill of black board writing and skill of closure- Integration of teaching skills – Evaluation of teaching skills.

Reference books:

- ❖ Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, sarup and sons, New Delhi
- ❖ Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh.
- ❖ Information and Communication Technology in Education: A Curriculum for schools and Programme of Teacher development, Jonathan Anderson and Tomvan Weart, UNESCO, 2002
- ❖ Kumar, K.L.(2008) Educational Technology, New Age International Publishers, New Delhi
- ❖ Mangal, S.K. (2002) Essential of Teaching—Learning and information Technology, Tandon Publications, Ludhiana
- ❖ Michael, D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York.
- ❖ Pandey S.K (2005) Teaching Communications, Commonwealth Publishers, New Delhi
- ❖ Ram Babu, A and Dandapani, s (2006) Microteaching (vol. 1& 2), Neelkammal Publications, Hyderabad
- ❖ Singh V.K and Sudarshan K.N(1996), computer Education, Discovery Publishing Company, New York
- ❖ Sharma, R.A (2006) Fundamentals of Educational Technology, Surya Publications, Meerut
- ❖ Vanaja, M and Rajasekar, s (2006), Computer Education, Neelkamal Publications, Hyderabad