

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)

(Accredited with B+ by NAAC)

PUDUKKOTTAI- 622 001

M.Phil

DEPARTMENT OF COMMERCE

BOARD OF STUDIES 2015-16

(Under Common CBCS Pattern)

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DEPARTMENT OF COMMERCE

BOARD OF STUDIES 2015-16

The Meeting of the Board of Studies was held on 18-04-2015.the proposed new syllabi were presented before the board.

The presentations of the proposals are enclosed.

1. Brief
2. Distribution of hours marks and credits for M.Phil (Annexure-I)
3. Title of the courses proposed for M.Phil (Annexure-II)
4. Question paper pattern M.Phil (Annexure-III)
5. Syllabus for M.Phil – (Annexure-IV)

H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)

PUDUKKOTTAI -622 001

DEPARTMENT OF COMMERCE

BOARD OF STUDIES

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8	Prof.C.JEEVANANDAM, Assistant Professor, Department of Commerce, H.H.The Rajah's College (Auto), Pudukkottai-622 001.	SUBJECT EXPERT
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10	S.ABDUL HAKKIM, Department of Commerce, H.H.The Rajah's College (Auto), Pudukkottai.	ALUMNI MEMBER

REVISION OF SYLLABI M.Phil

BRIEF

- As per the instruction from the Director of Collegiate Education Chennai and from the Registrar, Bharathidasan University, Trichy, it has been decided to have a uniform pattern for all subjects as detailed below.

Program	Total No.of.Papers	Total Max. Marks	Total Credits
M.PHIL			
Dissertation	4	400 }600 200	16 } 24 8

- ❖ M.PHIL distributing the available 30 hours / week for various papers as shown in Annexure-I
- ❖ Title of courses proposed for new syllabi is shown in Annexure-II for M.Phil
- ❖ The question paper pattern for M.Phil is shown in Annexure-III
- ❖ The syllabi for the I and II semester courses for M.Phil is given in Annexure-IV

Whenever there is an urge for change and upgradation for syllabi, the revisions are made and the proposed new syllabi and copy of the old syllabi are submitted herewith.

Skill based and value based courses are included as per the suggestions by the University and Tamilnadu Government.

ANNEXURE – I
M.PHIL PROGRAMME
COURSE STRUCTURE

Semester	Course	Title of the paper	Marks			Exam hours	Credit
			IA	UE	TOTAL		
I	Course I	Research Methodology	40	60	100	3	4
	Course II	Area Paper (Elective Paper)	40	60	100	3	4
	Course III	On Topic of Research	40	60	100	3	4
	Course IV	Teaching and Learning Skills (Common Paper)	40	60	100	3	4
II	Dissertation	Viva			200		8
		Dissertation	50 Marks	150 Marks			
		Total	210	390	600		24

Marks

Maximum - 100 Marks (Passing Minimum 50 Marks)

External - 60 Marks (Passing Minimum 30 Marks)

Internal - 40 Marks (Internal Assessment as per M.Phil Regulations Vide – P.3)

CIA	I	Two Tests	(2×10)	20 Marks
	II	Term Paper		10 Marks
	III	Seminar		10 Marks
				<u>40 Marks</u>

ANNEXURE – II

H.H.THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI-622 001

ACADEMIC YEAR 2015-16

FOR M.PHIL

SEMESTER	COURSE	TITLE	MARKS			CREDIT
			IA	UE	TOTAL	
FIRST SEMESTER	COURSE I	Research Methodology	40	60	100	04
	COURSE II	Unit I-Organization Theory and Behaviour Unit II-Marketing Management	40	60	100	04
	COURSE III	Financial Markets and Services	40	60	100	04
	COURSE IV	Teaching and Learning Skills	40	60	100	04
SECOND SEMESTER	DISSERTATION	Dissertation	Viva	Dissertation	Total	08
			50	150	200	
Total			210	390	600	24

ANNEXURE – III

Question Pattern

Written Examination

5 Questions to be asked ($5 \times 12 = 60$ Marks)

Essay type Questions with internal choice (Questions in either / or Model)

Choosing two questions from each unit.

ANNEXURE – IV
SYLLABUS

Research Methodology

Unit – I

Introduction to Research – Concept of Research, Approaches to Research, Types of Research, Need for Research, Major Difficulties in the Area of Business Research – Research Methodology – Formulation and Identification of Research Problem – Scope, Period and Objectives of Research; Hypothesis – Research Design (Observational Design, Analytical Design and Sampling Design) for Different Types of Researches – Exploratory, Descriptive and Analytical.

Unit – II

Methods of Data Collection – Primary and Secondary Data – Methods for Primary Data – Schedule and Questionnaire, Field Visits, Interviews and Scaling Techniques. Major Sources of Secondary Data.

Unit – III

Statistical Analytical Tools – Processing of Data (Classification and Tabulation) and an Overview of Measures of Central Tendency, Variation, and Skewness; Simple, Partial and Multiple Correlation and Regression; Coefficient of Association and Analysis of Time Series. (An Elementary Exposure for the use of SPSS should be explained). The Theory of Estimation and Hypothesis Testing – Universe /Population, Basic Laws of Sampling, Sampling Techniques, Sampling Distribution and Central Limit Theorem, Statistical Hypothesis, Errors in Hypothesis Testing, Levels of Significance, Point and Interval Estimates, Parametric Tests – Z-test, t- test and F-test for small and Large Samples.

Unit-IV

Non-parametric Tests – Chi-square test, Sign test, MCNEMER test, Fisher Irvin test, Wilcoxon Matched Pairs test, Rank Correlation Co-efficient, Kruschal Wallis test and Kendall's Coefficient of Concordance. Preparation of a Research Proposal (Assignment should be given to the students relating to the topic of their M.Phil. Dissertations).

Unit-V

Report Writing – Salient Features of an Ideal Research Report, Major Divisions of the Report, Method of Giving Footnotes, References, Appendix, Bibliography, etc. and precautions for writing the report.

References:

- 1) Business Research Methods by C. William Emory, Washington University, Richard D. Irwin, Inc. Homewood, Illinois, 1976.
- 2) Business Research Methods by Clover, Vernon T. and Belsley H.L.
- 3) Theory and Practice in Social Research, by Hansraj, Delhi, 1979.
- 4) Research Methodology in Social Sciences, by Sadhu & Singh, Himalaya Publishing House.
- 5) Research Methodology by C. R. Kothari, Vikas Publishing House, Delhi.
- 6) Statistical Methods by S. P. Gupta – Sultan Chand and Sons, New Delhi.

Distribution of Marks:

Theory: 60% (Unit-I, Unit-II and Unit-V)

Problems: 40% (Unit-III and Unit- IV)

Course II – Unit –I Organisation Theory and Behaviour

Unit I Fundamentals of Organisational Behaviour

Historical Development of Organisational Behaviour . Dynamics of the people and organisations – Models of Organisational Behaviour – Custodial Model – Supportive model – Understanding social system – Social culture – Role – Status Organisational culture – Limitations of Organizational Behaviour.

Unit II Motivation and Job Satisfaction

Human needs and wants - Achievement motivation - Power motivation, Maslow's Hierarchy of needs – Herzberg's two factor model – ERG model – Valence model – Expectancy model . Job satisfaction – Benefits of job satisfaction – Involvement Organizational Commitment

Unit III Leadership & Personality Development

Management and Leadership – Traits of effective leader, positive leader and negative leader power styles – Autocratic, participative, free rein leader. Managerial grid model – situational leadership model. Path – Goal model of Leadership. Qualities of an efficient leader. Personality Development - Inter Personal Relationship - Johari window – Transactional Analysis - Three ego status – Simple and complex type – Life position and Benefits of T.A.

Unit IV Group Dynamics, Behaviour and team building

Definition – Concept of Group Dynamics – Group cohesiveness – Group Behaviour, problems associated with groups and committees- Structured approach –potential outcome of group process – weakness of group. Ingredients of effective team – team building process – skills useful in team – Individual conflict- group conflict – organizational conflict.

Unit V Organizational Changes and Organizational Development

The nature of work change – responses to change – costs and benefits – resistance to changes - reasons for resistance – types of resistance – benefits of resistance – implementing changes successfully – three stages of change – organizational learning curve for change –building support for change. Understanding organisational Development – characteristics or organizational development – organizational development process – benefits and limitations of OD.

Reference Books :

- 1.Davis and Newstrom, Human Behaviour at work, McGraw Hill Co.,
- 2.Fred Suthan's Organizational behavior McGraw Hill Co.,
- 3.Dwivedi R.S., Human Behaviour and Organization & IBH

Course II Unit II - Marketing Management

Unit I Evolution and Development of Marketing – Role of marketing in Modern organization – Recent Trend in Marketing – classification of markets – Marketing strategy and organization for evolving Indian market process of analyzing opportunities-choosing objectives – formulating plans – carrying out the implementation, control and follow – up – Green Marketing

Unit II Marketing Structure – Kinds- channel policy and selection criteria- Market measurement and forecasting- segmentation and targeting the market- Distribution policy- features of middleman-understanding the buyer : Roles in consumer decision making – influence on buyer Behaviour – tools to study Buyer behavior.

Unit III Product strategy and Pricing Policy : Product mix, Brand strategy Packaging technology and labeling- product life – Cycle concept. The price mix – pricing problems-objectives- pricing in big business- factors affecting pricing - method of pricing - initiating price changes - meeting price changes.

Unit IV Advertising and Salesmanship

Purpose and scope of advertising – goals of advertising - importance of advertising - Institutional framework in Advertising - Advertising Agencies - Advertising decisions, Advertising budget. Growing significance of sales promotion – sales force decisions – Task of salesman - Size of sale force- recruiting, selection, training , motivating, and evaluating sales force.

Unit V Marketing Research and Contemporary Issues in Marketing

Objectives and methods of marketing research - Major issues for research – Methodology - For research questionnaire – Interview methods – Measurement of scaling techniques and data analysis. Global marketing – Rationale for Globalization – Principle driving force in Global Marketing - Product strategy for Global Markets and organizing for Global Marketing.

Reference Books:

- 1.Cundiff, Still & Covoni : “Fundamentals of Modern Marketing”(Prentice Hall of India)
2. Cundiff, Still & Covoni : “Sales Management” (Prentice Hall of India)
- 3.Philip Kotler : “Principle of Marketing”(PHI)
- 4.Harper W. Boyd & Ralph Westfall : “Marketing Research – Text and Cases”(*Richard D.Irwin).
- 5.Rajan Saxena : “Marketing Management”(Tata McGraw Hill Publishing Company ltd)

Course III – Financial Markets and Services

Unit I

Financial Markets – Structure and its role in Financial system – Equity and debt Markets – Primary and secondary markets, Organization of Financial Markets.

Unit II

Instruments – Players – regulations – Equity and Debt Convertibles – Derivatives – New innovations in Financial Instruments – Issues – Listing – Intermediaries – Brokerage – SEBI Guidelines.

Unit III

Development Banks – Working of IDBI, IFCI, SFCs, and SIDBI - Role of Financial institutions in Financial Markets – Commercial Banks – Investment companies – Non – Banking Finance Companies in Financial markets.

Unit IV

Merchant Banking , Mutual Fund – Mutual Funds schemes – UTI,LIC Commercial Banks in Mutual Funds Business – Lease Financing – Hire Purchase – Functioning – Problems and Prospects of Hire Purchase Companies.

Unit V

Factoring – Types of Factoring – Factoring Mechanism – Factoring in India – KalyanaSundaram Committee recommendations.

Credit Cards – Evolution – Procedure – Role of CRISIL and I.C.R.A – Venture Capital – Venture capital Scheme - Legal Aspects – Agencies involved in providing financial services in India.

Reference Books :

- 1.Srivasthava, R.M., Management of Indian Financial Institutions Himalaya, Bombay.
- 2.Khan, M.Y. Indian Financial System – Theory and Practice, Vikas New Delhi.
- 3.J.C. Verma, Merchant Banking – Organisation and Management, Tata McGraw Hill.
- 4.I.M.Pandey; Financial Management, Vikas.
- 5.P.K.Ghosh, Lease Financing.

Course IV – Teaching and Learning Skills

Unit-I Computer Applications Skills

Computer systems: Characteristics, parts and their functions – Different generations of computer- operation of computer: switching on/off/restart, Mouse control, Use of key board and some functions of key – information and communication Technology(ICT): Definition, Meaning, Features, Trends- Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, power point slides in the classroom – ICT for research: On-line journals e-books, courseware, Tutorials, Technical reports, Theses and Dissertations.

Unit-II Communication Skills

Communication: Definition- Elements of communication: Sender, Message, Channel, Receiver, Feedback and Noise –Types of communication: Spoken and written; Non – verbal communication- Intrapersonal, Interpersonal, Group and Mass communication- Barriers to communication: Mechanical, Physical, Linguistic & Cultural – Skills of communication: Listening, Speaking, Reading, and Writing – Methods of developing fluency in oral and written communication- style, Diction and Vocabulary – Classroom communication and dynamics.

Unit III Communication Technology

Communication Technology: Bases, Trends and Developments- skills of using communication Technology- computer Mediated Teaching: Multimedia, E- content – satellite-based communication: EDUSAT and ETV channels. Communication through Web: Audio and Video applications on the internet, interpersonal communication through the web.

Unit IV Pedagogy

Instructional Technology: Definition, Objectives and Types- Difference between teaching and instruction- Lecture Technique: 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 technique – Demonstration: Characteristics, Principles, Planning Implementation, and Evaluation- Teaching-learning Techniques: Team Teaching, Group discussion, seminar, Workshop, symposium and panel Discussion- Modes of teaching: CAI,CMI and WBI.

Unit V Teaching Skills

Teaching Skill: 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:

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Don Skinner (2005), Teacher training, Edinburgh University press Ltd., Edinburgh.
3. Information and communication Technology in Education: A Curriculum for schools and programme of Teacher development, Jonathan Anderson and Tomvan weart, UNESCO 2002.
4. Singh V.K and Sudarshan K.N. (1996) Computer Education, Discovery Publishing Company, New York.
5. Sharma R.A (2006) Fundamentals of Educational Technology, Surya Publications, Meerut.
6. Vanaja M and Rjasekar S (2006) Computer Education, Neelkamal Publications Hyderabad.