

C.Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for M. Phil., Commerce (FT/PT) effective from the year 2018 – 2019

Year: I Year

Subject code: M18MCM101

Semester: I

Major: 1

Title: **RESEARCH METHODOLOGY**

Credit: 5

Max. Marks: 75

OBJECTIVES:	To provide a detailed insight of Financial Management.
COURSE OUTCOME(S)	
CO1	Understand the components of research.
CO2	Discuss hypothesis and sampling
CO3	Analyze capital budgeting decisions
CO4	Describe aspects of data analysis
CO5	Explain techniques of report writing

UNIT – I:

Meaning of Research and Scope of Research Methodology - Stakeholders of Social research- Ethical Considerations - Significance of research in Social and Business Science - Identification of the problem area - Selection of the problem - Formulation of research questions(S)- Pilot study - Meaning and components of research design- Review of Literature: purpose.

UNIT – II:

Meaning and role of hypothesis- Structure of hypothesis: Concepts, Constructs and variables-The relationship between variables- Types of Hypothesis - Strong and weak hypothesis –Sampling theory - Sampling methods and Techniques - Sample size - Sample error.

UNIT – III:

Data Collection – Sources: Primary and Secondary – Data matrix-Unit of data collection and unit of data analysis- Method and tools of data collection: Interview and questionnaires and their types - Observation and its types- Audio visual aids in data collection - Scaling and Testing Techniques- Reliability and validity of instruments- Uses of information technology in data collection.

UNIT – IV:

Data analysis – Analysis of quantitative data: Descriptive statistics- Inferential statistics- Tests of significance –Parametric and non-parametric tests - Presentation of data- Computer Software for quantitative data analysis. Analysis of qualitative data; Data reduction, data display and conclusion drawing – saturation - Conceptual mapping- Computer software for qualitative data analysis- Interpretation – Explanation- Theorization.

UNIT – V:

Report writing - Meaning, Techniques and precautions of interpretation- Significance of report writing- Target audience - Different steps in writing report - Layout of research report - Types: Technical report, popular report- Mechanics of writing research report.

TEXT BOOKS:

1. C.R. Kothari Research Methodology: methods and techniques wileyEastern Ltd, New Delhi.

REFERENCE BOOKS:

1. .Andereson.J.Berry H.D & Poole M, Thesis and Assignment writing- wileyEastern Ltd, New Delhi.
2. Almark, J.C Research and Thesis Writing (Boston: Houghton)
3. Anderson, R.L and Bancroft. A statistical Theory in Research (New York) McGraw-Hill)
4. Bennet, spencer and David Bower’s-An Introduction to Multivariate Techniques for social and Behavioral Sciences(London:Macmillan Press)

5. Bogdon, R and S.J, Taylor- Introduction to qualitative research Methods. (New York: Jhonwiley)

6.Cooper, D.R and P.S Schindler- Business Research Methods, (New Delhi: Tata McGraw-Hill)

7.Dasgupta, A.K- Methodology of economic Research (Bombay: Asia Publishing House)

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Syllabus for M. Phil., Commerce (FT/PT) effective from the year 2018 – 2019

Year: I Year

Subject code: **M18MCM102**

Semester: I

Major: 2

Title: **ADVANCED FINANCIAL MANAGEMENT**

Credit: 5

Max. Marks: **75**

OBJECTIVES:	To provide a detailed insight of Financial Management.
COURSE OUTCOME(S)	
CO1	Describe the concepts of Financial Management.
CO2	Analyze capital structure and cost of capital.
CO3	Evaluate capital budgeting decisions
CO4	Discuss various instruments
CO5	Explain portfolio analysis

UNIT – I:

Financial Management - Meaning, Functions and Objectives and Scope - Management of Sources of funds- Working Capital: Financing, Policy, Analysis and Management.

UNIT-II:

Capital structure and Dividend Decisions –Approaches and Theories- Payout policy, Investment policy, Management of Investments.

UNIT –III:

Capital Budgeting Decisions- Cost of Capital – Risk analysis in Capital Budgeting-Issues in Capital Budgeting- Constraints, Value options, Influences, Corporate strategies and Organizational Considerations.

UNIT –IV:

Security Analysis- Risk and Return - Valuation of instruments –Equity, Derivatives - Options, Rights, Warrants and Convertibles, Futures- Types of Analysis: Economic, Industry, Company, Technical –Efficient market theory.

UNIT – V:

Portfolio analysis and Selection - Capital market theory- Managing portfolios and performance measurements - Corporate restructuring: mergers and acquisition - Corporate ownership, control and governance.

TEXT BOOK:

1. I.M .Pandey, “Financial Management”, Vikas Publishing House Pvt. Ltd, New Delhi

REFERENCE BOOKS:

1. M.Y.Khan, P.K.Jain “Financial Management. Tata Mc-Graw Hill Publishing Company limited, New Delhi
2. P.V.Kilkarni, B.G .Datyaprasad, financial management, Himalaya Publishing House, Mumbai.
3. James C. Van Horne,financial Management and Policy, Prentice Hall of India Pvt Ltd, New Delhi.
4. A.Murthy, financial Management, Margham Publications, Chennai.
5. S.N Maheswari,Financial management, Sultan chand& Sons , New Delhi.

C.ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM.

Guide Paper for M. Phil., effective from the year 2018-2019

Year: I

Subject Code: M18ECM101

Semester: I

Elective: **SUPPLY CHAIN MANAGEMENT**

Credits: 3

Max.Marks: 75

OBJECTIVES:	The aim of the course is to study the concepts and impact of Logistics and Supply Chain Management, with a competitive strategy overview and expose the various dimensions of Financial Supply Chain Management with the perspective of finance and its legal aspects
COURSE OUTCOME(S)	
CO1	Define Integrated perspective on Logistics.
CO2	Discuss Competency in Logistics Strategy.
CO3	Understand and develop strategy for performance of supply chain.
CO4	Explain the role of Supply Chain management.
CO5	Describe the Legal Aspects of Financial Supply Chain.

UNIT 1 – INTRODUCTION TO LOGISTICS

Fundamentals of Logistics - Definition and Activities - Aims and importance - Progress in Logistics and Current trends - Organization and achieving integration

UNIT 2 – PLANNING THE SUPPLY CHAIN

Logistics Strategy - Implementing the Strategy - Locating Facilities - Planning Resources - Controlling Material Flow

UNIT 3 – MEASURING AND IMPROVING PERFORMANCE OF SUPPLY CHAIN

Procurement - Inventory Management - Warehousing and Material Handling – Transport - Global Logistics

UNIT 4 – SUPPLY CHAIN MANAGEMENT

Basic Concepts of Supply Chain Management - Planning and Sourcing - Making and Delivering – Returns - IT and Supply Chain Management

UNIT 5 – FINANCIAL SUPPLY CHAIN MANAGEMENT

Financial Supply Chain - Elements of Financial Supply Chain Management - The Evolution of Financial Supply Chain - E-Financial Supply Chain' (Banks Perspective) - Legal Aspects of Financial Supply Chain

Text Books

1.Christopher Martin, Logistics and Supply Chain Management: Creating Value – Adding Networks, 2nd Edition, FT Prentice Hall, 2002

Reference Books

1. Waters Donald , Logistics: Introduction to Supply Chain Management, Palgrave Macmillan, 2003
2. Dalmia Sanjay, Financial Supply Chain Management, McGraw Hill Publishing Co. Pvt. Ltd, 2010.

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Guide Paper for M. Phil., effective from the year 2018-2019

Year: I

Subject Code: M18ECM102

Semester: I

Elective: **PERSONAL SELLING AND ADVERTISING**

Credits: 3

Max.Marks: 75

OBJECTIVES:	To inculcate indepth knowledge about sales force management and also the role of advertising in modern day business.
COURSE OUTCOME(S)	
CO1	Describe sales management.
CO2	Discuss recruitment, selection and training of salesmen.
CO3	Explain the concepts of advertising.
CO4	Discuss the role, types and effectiveness of advertising.
CO5	Evaluate advertising budget and explain advertising agencies.

UNIT-I: SALES MANAGEMENT

Sales management - Meaning and Scope - Functions – Salesmanship: Fundamentals - Nature of selling, Salesmanship, Theories of salesmanship - AIDAS Theory, Right set of circumstances theory, Buying formula theory and Behavioral equation theory. Sales Planning - Sales policy - Sales organization - Sales Territories - Sales Quota - Selling process - Responsibilities of Sales manager.

UNIT-II: RECRUITMENT AND TRAINING

Need for sales force - Recruitment and Selection of sales force - Training of salesmen - Qualities of a Good salesman. Performance Evaluation for Salesmen - Standards of performance, Relation of performance, standard to personal selling objectives, Recording actual performance, Evaluation

UNIT-III: ADVERTISING

Advertising - Scope and Function - Need for Advertising - Classification -Advertisement Planning and Organization - Ethical Issues in Advertising

UNIT-IV: ADVERTISING MEDIA

Advertising Media - Role of Media - Types of Media - Merits and Demerits - Media Research - Media Planning, Evaluation- Methods . Media buying. Emerging medias and trends. Evaluation and Effectiveness of Advertising.

UNIT-V: ADVERTISING BUDGET AND AGENCIES

The Advertising budget - The major players in advertising, Advertising agency, Brand manager, market research firms.- Types of agencies. - Structure of an agency and its functions. The process of developing an ad. - Types of Legal framework of advertising - Self regulation of Advertising.

Text Books:

1. S.Rajkumar and V.Rajagopalan, Sales and Advertisement Management, S.Chand & Company Ltd, New Delhi.

Reference Books:

1. Cundiff, Still and Govoni, Sales Management, Phi Learning Pvt Ltd, New Delhi.
2. P. Saravanavel and S. Sumathi, Advertising and Salesmanship, Margham Publications, Chennai.
3. R.S.Davar: Salesmanship and Publicity, Vikas Publishing, Chennai.
4. R.S.N.Pillai and Bagavathi, Marketing Management, S.Chand Publishing, New Delhi.

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Guide Paper for M. Phil., effective from the year 2018-2019

Year: I

Subject Code: M18ECM103

Semester: I

Elective: ORGANIZATIONAL PSYCHOLOGY

Credits: 3

Max.Marks: 75

OBJECTIVES:	To Provide Knowledge on Employee's Behaviour and Their Managerial Implications and To Improve Knowledge on Organizational Dynamics.
COURSE OUTCOME(S)	
CO1	Discuss Fundamental Factors Determining Individual Behaviour.
CO2	Explain Personality, Perception, Attitudes, Learning and Values.
CO3	Analyze Motivation and Leadership.
CO4	Assess Groups, Group Behaviour and Group Decision Making..
CO5	Describe Stress Management, Organizational Change and Resistance to Change.

UNIT I: INTRODUCTION

Key Elements of Organizational Behaviour – Nature – Scope – Fundamental Factors Determining Individual Behaviour: Personal Factors, Organisational Factors, Psychological Factors and Environmental Factor.

UNIT II: PSYCHOLOGICAL ANALYSIS

Personality – Traits-Nature-How Personality Influences Organisational Behaviour. Perception-Process - Factors Influencing Perception – How to Improve Perception. Attitudes –Formation of Attitudes – Types - How Attitudes can be changed. Learning – Features – Factors Determining Learning –Condition for Making Learning Effective. Values-Importance – Organisational Values, Personal Values.

UNIT III: MOTIVATION AND LEADERSHIP

Need for Motivation – Financial and Non-Financial Motivators - Abraham Maslow's Motivation Theory, Douglas McGregor's Motivation Theory and William Ouchis Z theory on Motivation. Leadership in the New Environment - Leadership Styles- Skills needed to be a Leader.

UNIT IV: GROUP DYNAMICS

Groups - Types of Group- Group Behaviour – Factors Influencing Group Behaviour - Inter Group Conflicts- Group Decision Making: How Groups make Decision – How to Improve Group Decision Making.

UNIT V: ORGANISATIONAL CONFLICT AND STRESS MANAGEMENT

Organisational Conflict-Causes of Conflict- Conflict Management. Stress –Causes – Consequences of Stress - Stress Management at Individual Level, Organisational Level - Organisational Change - Factors Influencing Organisational Change – Employee Resistance To Organisational Change – How to Overcome Resistance to Change.

Text book:

1. S.S.Khanka, Organisational Behaviour, S. Chand & Co., New Delhi Edn, 2007.

Reference Books:

1. Fred Luthem, Tate Mchrance International Edition, Organizational Behaviour,
2. J.Jaysamcar.Marghom, Organisation Behaviour.
3. Stephan Robbins, Organisational Behaviour, 10th Ed. Pearson Education, 2001.
4. Fred Luthans, Organizational Behaviour, McGraw Hill, 1998.
5. Wagner, Organizational Behaviour, Thomson Learning, 2002.
6. Dr. S. Shajahan&LinuShajahan, Organizational Behaviour, New age international.

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Guide Paper for M. Phil., effective from the year 2018-2019

Year: I

Subject Code: M18ECM104

Semester: I

Elective: **FINANCIAL SERVICES**

Credits: 3

Max.Marks: 75

OBJECTIVES:	To inculcate indepth knowledge about Financial Services and also the role of financial institutions in modern day financing.
COURSE OUTCOME(S)	
CO1	Describe the concepts of financial services
CO2	Discuss Merchant banking and its role in public issue management.
CO3	Explain Money market and stock exchange
CO4	Categorize the role, types and functions of leasing and factoring.
CO5	Examine venture funds, mutual funds and credit rating institutions and their process.

UNIT I: INTRODUCTION

Financial Services - Concept - Objectives - Functions - Characteristics - Financial Services Market - Concept - Constituents - Growth of Financial Services in India - Financial Services Sector Problems - Financial Services Environment - The Forces - Players in Financial Markets - Interest Rate Determination - Macro Economic Aggregates in India.

UNIT II: MERCHANT BANKING AND PUBLIC ISSUE MANAGEMENT

Definition - Functions - Merchant Bankers Code of Conduct - Public Issue Management - Concept - Functions - Categories of Securities Issue - Mechanics of Public Issue Management - Issue Manager - Role of Issue Manager - Marketing of Issue - New Issues Market Vs Secondary Market - Underwriting - Types - Benefits Functions.

UNIT III: MONEY MARKET AND STOCK EXCHANGE

Characteristics - Functions - Indian Capital Market - Constituents of Indian Capital Market - New Financial Institutions and Instruments - Investor Protection - Stock Exchange Functions - Services - Features - Role - Stock Exchange Traders -Regulations of Stock Exchanges - Depository - SEBI - Functions and Working.

UNIT IV: LEASING AND FACTORING

Characteristics - Types - Participants - Myths about Leasing - Hire Purchase - Lease Financing Vs Hire Purchase Financing - Factoring - Mechanism - Functions of a Factor - Factoring - Players - Types - Operational Profile of Indian Factoring - Operational Problems in Indian Factoring - Factoring Vs bills Discounting - Consumer Finance - Mechanics - Sources - Modes - Demand for Consumer Finance - Factors - Consumer Finance Insurance.

UNIT V: VENTURE CAPITAL AND MUTUAL FUNDS

Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds - Credit Rating System - Growth Factors - Credit Rating Process - Global and Domestic Credit Rating agencies.

Text Book:

1. Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints, Chennai, 2014

Reserfnce Book:

1. Gomez Clifford, Prentice Hall of India, Financial Markets, Institutions and Financial Services, 2008
2. Meir Kohn, Financial Institutions and Markets, Oxford University Press
3. Rajesh Kothari, Financial Services in India: Concept and Application, Sage publications, 2012, New Delhi.
4. Madhu Vij & Swati Dhawan, Merchant Banking and Financial Services, Jain Book Agency, 2000, Mumbai
5. Vasant Desai, Financial Markets and Financial Services, Himalayan Publishing House Pvt Ltd, 2000, Mumbai
6. Santhanam B, Financial Services, Margam Publications

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Guide Paper for M. Phil., effective from the year 2018-2019

Year: I

Subject Code: M18ECM105

Semester: I

Elective: **HUMAN RESOURCE DEVELOPMENT**

Credits: 3

Max.Marks: 75

OBJECTIVES:	The primary objective of HRM is to ensure the availability of competent and willing workforce for an organization.
COURSE OUTCOME(S)	
CO1	Understand the Integrated perspective on role and functions of HRM in modern business.
CO2	Explain Competency in job analysis, Selection and recruiting the employees in the organization
CO3	Discuss the culture of the organization
CO4	Analyze work life balance and career development in the organization
CO5	Acquire knowledge of performance appraisal and understand the Rational design of compensation and salary administration

UNIT I: HUMAN RESOURCE MANAGEMENT

Scope and activities of Human resources Management – HRM models – Activities that can enhance HR competitiveness – HRM and environment scanning – HR Manager, as strategic business partner – Changing status of HR Managers – HR outcomes – Challenges and issues facing as a HR Manager.

UNIT II: HUMAN RESOURCE PLANNING

Process and steps involved in HR planning –Dealing with surplus and deficit manpower – Problem of attrition and retention strategies – Job analysis – Job Design – Job Enlargement – Job Enrichment – Job rotation – Self directed teams – Recruitment Process – New Methods of selection – Job fairs – On line recruitment – Campus Recruitment.

UNIT III: HUMAN RESOURCES DEVELOPMENT

Human resources development – Goals of HRD – HRD instruments – HRD culture – Role of Chief Executives in HRD – Training and Development modules – Coaching and mentoring – Competency mapping – Developing competencies – Personal competency maturity model

UNIT IV: WORK LIFE

Quality of work life – Participation and empowerment – Career planning and development - Managing **discipline and grievances**.

UNIT V: PERFORMANCE APPRAISAL

Performance based Appraisals – Process of performance appraisal – Bias in Performance Appraisal – 360 Degree Performance appraisals – BOS and BARS – Methods of Job Evaluation and Incentive payments – Employee welfare

TEXT BOOKS

1.Aswathappa K, Human Resource and Personnel Management, 4 th Edition, Tata McGraw Hill Publishing Company Ltd. Hill Publishing Co. Ltd.,2005

2.Prasad L. M., Management Process and Organisational Behaviour, Sultan Chand & Sons, 2008

REFERENCE BOOKS

1.Dessler Gary, Human Resources Management, Pearson Education, Edition 11, 2008.

2.Rao V.S.P, & Rao P. Subba, Personnel / Human Resources Management, Text Cases and Games, Konark Publishers Ltd, 2000.

3.Mamoria C.B, Rao V.S.P., Personnel Management, Himalaya Publishing House, Edition 1, 2011.

4.Decenzo David & Robbins Stephen, Personnel Human Resource Management, Eastern Economy Publications, 1999.

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Guide Paper for M. Phil., effective from the year 2018-2019

Year: I

Subject Code: M18ECM106

Semester: I

Elective: MARKETING

Credits: 3

Max.Marks: 75

OBJECTIVES:	To impart knowledge on Marketing among the students
COURSE OUTCOME(S)	
CO1	Describe the marketing functional areas and environmental factors
CO2	Discuss consumer behavior and market segmentation
CO3	Analyze the basics of sales forecasting and product development process.
CO4	Explain pricing strategies and channels of distribution.
CO5	Summarize sales promotion and advertisement.

UNIT-I

Definition of Marketing - Role of Marketing – Importance of marketing-Relationships of Marketing with other functional areas – Functions of marketing –Marketing Mix – Marketing approaches - Various Environmental factors affecting the marketing functions

UNIT-II

Buyer Behavior - Buying motives – Stages in Buying decision process – Factors influencing buyer behavior-Market segmentation - Need and basis of Segmentation – Targeting- Positioning

UNIT-III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Benefits - Classifications - Consumer goods - Industrial goods - New product development process - Product Life Cycle - Product line and product mix decisions - Branding – Packaging– Labeling.

UNIT IV

Pricing - Factors influencing pricing decisions - Pricing objectives –Types of pricing - Pricing strategies–Channels of Distributions- Factor influencing channels- Middlemen.

UNIT-V

Promotion – Advertising – advantages – Arguments against advertising – Advertising media – types- Advertisement copy – advertisement budget – personal selling – Advantages and limitation – qualities of successful salesmen – steps is personal selling – Direct selling – sales promotions – consumer and dealer’s level.

Text Books

1. Rajan Nair –Marketing.
2. Pillai andBhagavathi.

Reference Books:

1. Varshney RL and Gupta SL - MarketingManagement.
2. Dholokia - Marketing Management Cases & concepts, MacMillan ILtd.