

ANNAMALAI UNIVERSITY

ANNAMALAI NAGAR



FACULTY OF ARTS

DEPARTMENT OF COMMERCE

MASTER OF PHILOSOPHY

HAND BOOK

AS PER REVISED PROSPECTUS

2018-2019

ANNAMALAI UNIVERSITY
DEPARTMENT OF COMMERCE
M.Phil Degree in Commerce

Eligibility

A pass in Master's Degree (M.Com) in Commerce / Accounting and Finance / International Banking / International Business and Banking / Financial Services / Business Studies / Co-operative Management and International Business / M.Com. Five Year Integrated Programme / M.A. Co-operation / M.A. Corporate Secretaryship / Master of Bank Management / Master of Business Studies / Master of Financial Services / Master of Financial Management and Master of Financial Control with a minimum of Second class securing at least 55% of aggregate marks or in an examination recognized as equivalent thereto.

METHOD OF SELECTION

Candidates have to appear for an entrance examination to be conducted by the department and thereafter an interview. The date, venue, and time of the entrance examination and interview will be notified to the applicants separately as soon as it is fixed.

SCHEME OF EXAMINATIONS

The one year M.Phil Programme carries 30 credits and shall be distributed as follows:

Semester	Course	Credit	Total Marks
First	Course-I: Research Methodology	6	100
	Course-II: Research in Commerce Business and Organisations	6	100
Second	Course-III: Field of Specialization	6	100
	Dissertation	8	100
	Viva-Voce	4	100
	Total	30	500

Course-I: RESEARCH METHODOLOGY (6 CREDITS)

This is Common to all the students of the Department.

Course-II: FINANCIAL AND BUSINESS ORGANISATIONS (6 CREDITS)

This is common to all the students of the Department

Course-III: FIELD OF SPECIALIZATION (6 CREDITS)

There are 11 areas of specialization and the candidate would select an appropriate course based on his/her area of research.

Examination in course I and II will be held at the end of the first semester and the examination for Course III will be held at the end of the second semester.

The syllabus for each course will consist of 5 units.

DISSERTATION (8 CREDITS)

After the successful completion of the three courses, each candidate is required to submit a dissertation on the topic of his/her research at the end of the year but within a period of two years from the date of commencement of M.Phil(Commerce).

VALUATION OF THESIS

The guide will suggest a panel of three external examiners which will be forwarded by the Head of the Department concerned.

The M.Phil thesis will be evaluated by one external examiner chosen from the panel.

VIVA-VOCE (4 CREDITS)

On receipt of the evaluation report from the external examiner regarding the acceptability of the dissertation, a public viva-voce examination will be conducted by the Head of the Department and the Guide. The Head of the Department will be the Chairman of the M.Phil Programme.

However, the teachers of Annamalai University admitted to Part-time M.Phil Degree Programme shall take all the courses (Course-I, Course-II and Course-III) at the end of the first year of the programme and they must complete this within a period of two years from the date of admission.

ANNAMALAI UNIVERSITY
M.Phil (Commerce) Degree Programme
Paper I: Research Methodology

Objectives

To make the researcher gain expert knowledge with a perspective on Research Methodology

Unit I: Types of Research and Research Design

Meaning and Purpose of Research in Social Sciences – Types of research – Pure Research, Applied Research - Analytical, Descriptive, Historical and Experimental Research –Case Study Method - Interdisciplinary Method. Steps in Research – Selection and Formulation of Research Problem – Delimitation of the Scope of the Study – Setting up of the Objectives –Formulation of Hypotheses – Review of Literature – Research Gap in Literature Review.

Unit II: Sampling Techniques and Design

Methods of Sampling – Probability and Non-Probability Methods - Sampling Techniques – Sampling Errors –Sample Size and Bias in Sampling – Types of Sampling and Their Applications - Preparation of Survey Design.

Unit III: Collection of Data and Construction of Research Tools

Sources of Data – Direct and Indirect Sources – Use of Encyclopedias, Research Guides, Handbook etc., Academic Databases for Commerce Discipline. - Use of Internet in Research – Websites, search Engines, E-journal and E-Library – INFLIBNET. Methods of Collection of Data – Principles – Methods of Observation – Interview – Mailed Questionnaire – Interview Schedule – Check Lists – Pre-test and Pilot Study - Construction of Tools – Field Work– Processing of Data and Analysis.

Unit IV: Skill required for Researchers and Application of Ethics

Skill for publication of research articles – Layout of a Research Paper, Journals in Commerce - Impact factor of Journals – edited volume – Seminar- Conference proceedings with ISSN and ISBN.. Presentation Skill – Customizing presentation, showing presentation, and printing handouts. Ethical issues in research: Importance and Code of Ethics in Research – Ethics and Research Process – Copy right – royalty - Intellectual property rights and patent law – Trade Related aspects of Intellectual Property Rights – Reproduction of published material and accountability. – Plagiarism and Self-Plagiarism- Citation and acknowledgement

Unit V: Reporting format and Style of Reporting

Report Writing - Target Audience – (Research Supervisors, Adjudicators, UGC Government-Examiners and Public)-Types of Reports – Steps in Drafting Reports – Charts, Diagrams and Graphs. Contents of Report – Style of Reporting – Thesis and dissertation writing Manuals- Kate L. Turabian Style – MLA Style – APA style- Jonathan Anderson Style manual.

Texts Books:

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. D. Amarchand, 2016 Research Methods in Commerce, Emerald Publication, Chennai.
3. Ghosh B.N 2016 Scientific Methods and Social Research, Sterling Publication Delhi
4. Wilkinson and Bhandarkar 2015 Methodology and Techniques of Social Research, Himalaya Publication, Mumbai.
5. David De Vays 2015 Research Design in Social Research, Saga Publication, New Delhi
6. Gorde WJ and HattaPK 2014 Methods in Social Research. Mc Graw Hill, New Delhi .

Reference Books:

1. ParthaNathMukherji 2012 Methodology in Social Research, Dilemmas and Perspectives, Sage Publications New Delhi .
2. Herman J, Ader 2014 Research Methodology in the Social Behavioral and Life Sciences Sage Publications New Delhi.
3. Young PV, 2015 Scientific Social Surveys and Research Prentice Hall of India Private Limited New Delhi.
4. Deepak Chawla NeenaSodhi 2017 Research Methodology, S.Chand& Sons, New Delhi

SUGGESTED MOOC COURSES:

1. MOOC Material: *Mastering Data Analysis in Excel*, Created by: Duke University, Delivered by: Coursera, Taught by Daniel Egger and Jana Schaich Borg.
2. MOOC Material: *Understanding Research Methods*, Created by: University of London, Delivered by: Coursera, Taught by: J.Simon Rofe and Yenne Lee.
3. *Econometrics: Methods and Applications*, Created by: Erasmus University Rotterdam, Delivered by: Coursera, Taught by: Christiaan Heij
4. *Econometrics: Methods and Applications*, Created by: Erasmus University Rotterdam, Delivered by: Coursera, Taught by: Michek van der Wel.

M.Phil (Commerce) Degree Programme
Paper – II: Research in Commerce
Financial and Business Organisations

Objectives

To make the researcher gain expert knowledge with a perspective on different areas in Research

Unit I: Financial Management and Indian Financial System

Nature and Scope of financial management – Objectives – Functions – Changing role of Financial manager – Relationship between Risk and Return – Time Value of money – Concept of value and return. Sources of Long-Term Finances. Nature and Role of Financial System – An overview of the Indian Financial System money market and capital markets stock exchanges in India – Financial Sector Reforms – Instruments in Financial Markets – Legislative Support – Weakness of Indian Financial System.

Unit II: Banking and Insurance

Banking – Meaning – Definition – Main Functions and other Services – Different Types of Banks – Structure, Organizations and Working – Insurance – Basic concept of Risk – Kinds of Business Risks – Basic Principles – Life Insurance-Types of General Insurance. Payment System & Digital banking - Rupay- Rupay Secure- IMPS – National Unified USSD Platform (USSD)-National Automated Clearing House (NACH)- Aadhaar Enabled payment System(AePS-KYC-MICR Vs CTS- Comparison –National Financial Switch (NFS)-Core Banking Solutions- RTGS,NEFT,UPI,CCIL- National Payment Corporation – Forex Settlements, Securities Settlement- Innovative Banking Payment System.

Unit III: Basics of Entrepreneurship and Business Environment

Entrepreneur – Need and Importance– Characteristics – Traits - Functions – Types - Entrepreneurial Motivation – Motivating Factors– Internal Business Environment – External Business Environment – Elements of Business environment-Economic environment- new economic policies- Economic planning-Legal environment of business- Competition Act, Consumer Protection Act- Environment protection- Liberalisation-Privatisation-Globalisation

Unit IV: Basics of Marketing and Cooperation

Marketing – Concept – Functions of Marketing – Market Segmentation – Market Information System – Consumer behavior – Product decisions- pricing decisions-distributions decisions-promotion decisions-Marketing Research – Types – Organization for Marketing Research – Planning and Execution of Marketing Research – Formal Research Techniques in Marketing. Cooperation – General Principles – Features – Cooperation Under Planned Economy in India – Role of Government – Research in Cooperation at Different Levels.

Unit V: Introduction to Human Resource Management and Organisational Behaviour Research

Human Resource Management – Significance – Human Resource Planning – Recruitment Policy – Methods – Training – Types – Importance – Building Human Resource Skill – Executive Development – Performance Appraisal – Concept – Features – Methods – Problems and Barriers – in Performance Appraisal – Absenteeism and Labour Turnover – Causes – Methods to reduce Labour Turnover – Labour Welfare – Objectives - Importance – Reasons – Principles – Industrial Relations in India workers participation in management– Significance – Foundations of Individual Behaviour – Individual Differences – Models of Man – Organisational Structure – Meaning – Nature – Elements – Organisational Structure and Employee Behaviour.

Text Books :

1. Prasanna Chandra. 2016 Financial Management', Tata McGraw Hill Publishing Company Ltd., New Delhi. .
2. Natarajan. S. and Parameswaran. R, 2015 Indian Banking, S. Chand & Company Ltd., New Delhi.
3. Murthy A. 2016 Principles and Practice of Insurance, Margham Publications, Chennai..
4. P. Saravanavel, 2012 Entrepreneurial Development: Principles Policies and Programmes, Ess Pee Kay Publishers, Chennai.
5. Cherunilam, Francis 2012 Business Environment, Himalaya Publishing House, Mumbai
6. Durgadoss. R., Ilangovan. D 2012 Corporate Governance-An Insight, United Publishers, Mangalore.

7. Philip Kotler, 2012 Marketing Management, Prentice hall, New Delhi.
8. Hajela, T.N., 2012 Cooperation Principles and Problems, Konark Publication, New Delhi.
9. Subba Rao P. & V.S.P. Rao, 2015 Personnel/Human Resources Management Text, Cases and Games. Konark Publishers PVT. Ltd., Delhi.
10. Prasad L.M. 2013 Organisational Behaviour. Sultan Chand & Sons, New Delhi. .

Reference Books:

1. Maheswari, S.N. 2015 Financial Management, Sultan Chand Ltd, New Delhi.
2. Sayers. R. S, 2016 Modern Banking, Oxford University Press, New Delhi.
3. LaxmiNarin. 2014 Principles of Insurance, S.Chand& Co., New Delhi.
4. S.S. Khanka, 2016 Entrepreneurial Development, S.Chand& Co, New Delhi.
5. LM Prasad, 2015 Business Policy – Strategic Management, Sultan Chand Publications, New Delhi.
6. NimitChowdhary 2016 Monika Chowdhary, Textbook of Marketing of Services, TATA McGraw Hill, New Delhi.
7. Sharada, V., 2015 The Theory of Cooperation, Himalaya publishing House, New Delhi.
8. VenkataRatnam C.S.A. and Srivastava B.K. 2016 Personnel Management and Human Resources, Tata McGraw Hill Publishing Company Limited, New Delhi. .
9. Uma Sekaran, 2013 Organisational Behaviour Text and Cases. Tata McGraw Hill Publishing Company Limited, New Delhi.

SUGGESTED MOOC COURSES:

1. *Initiating and Planning Projects*, Created by: University of California, Irvine, Delivered by: Coursera, Taught by: Margaret Meloni.
2. *Financial Engineering and Risk Management Part I (Coursera)*, Created by: Columbia University, Delivered by: Coursera, Taught by: Garud Iyengar and Martin Haugh.
3. *Portfolio and Risk Management* (Coursera), Created by: Indian School of Business (ISB), Delivered by: Coursera, Taught by: Ramabhadran Thirumalai.
4. *Economics of Money and Banking*, Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.
5. *Banking and Financial Markets: A Risk Management Perspective (edX)*, Created by: Indian Institute of Management, Bangalore, Delivered by: EdX, Taught by: PC Narayan.
6. *International Business Environment and Global Strategy (edX)*, Created by: Indian Institute of Management, Bangalore, Delivered by: EdX.

**M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : HUMAN RESOURCE MANAGEMENT**

Objectives

To make the scholar to gain expert knowledge of human resources and the role HR Manger in employee recruitment, reward system, motivation methods and role of leadership.

Unit I: Meaning and Importance of Human Resource Management

Nature and Scope – Importance of HRM – Functions of HRM – Human Resources Management practice in India –Human Resource Policy – Concept – Essential Characteristics - Objectives – Need and Importance – Contents – Procedures – Principles- role and functions of Human resource management- Team Building- Competency Mapping

Unit II: Recruitment and Selection Process & Methods of Motivation

Manpower Planning – Recruitment – Meaning – Importance – Recruitment Policy – Sources – Selection test - Recruitment methods – Recruitment Practices in India – Training Needs – succession planning-Objectives – Appraisal Purpose – Types –Motivation – Meaning – Theories – Rewards – Forms – wage and salary administration-Administering the reward system – Job Satisfaction – Concept – Determinants – Measuring Job Satisfaction – Effects of Job Satisfaction-job analysis- job description and specification, use of job analysis.

Unit III: Grievance, Discipline and Worker's Participation in Management

Grievance – Concept – Nature – Characteristics – Features – Causes – Grievance handling procedure – Discipline – Concept – Nature – Characteristics – Features – Aims and Objectives – Disciplinary Action – Concept – Principles – Procedure – Types or forms of Discipline – Worker's Participation in Management – Concept – Objectives – Purpose – Benefits – Limitations – Worker's participation in Management in India.

Unit IV: Leadership and Conflict Management

Leadership – Types – Styles – Functions – Qualities – Duties and Responsibilities – Conflicts – Sources – Forms – Consequences – Conflict management Strategies – Collective Bargaining – Meaning – Importance – Strategies – Process – Collective Bargaining in Indian Industries – Industrial Relations in India.

Unit V: Tools and Scales as applied to HRM Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio metric— Scaling Techniques metric Scales – Procedure for Contributions. Statistical Measures and Their Application to HRM Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T- Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis– Factor Analysis.

Text Books:

- 1.C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
- 2.Subba Rao P. & V.S.P. Rao, 2015 Personnel/Human Resources Management Text, Cases and Games. Konark Publishers PVT. Ltd., Delhi. .
- 3.Ahuja K.K. Personnel Management. 2012 Kalyani Publishers Ludhiana.
- 4.Memoria C.B. 2013 Personnel Management, Himalaya Publishing House, Mumbai, .
- 5.Davar R.S. 2012 Personnel management and Industrial Relations, Vikas Publishing House Private Limited, New Delhi.
- 6.Sundar K Srinivasan J 2018 Human Resource Management Vijay Nicole Imprints (P) Ltd,Chennai

Reference Books :

- 1.ArunMonappa&MirzaS.Saiyadain. 2012 Personnel Management. Tata McGraw Hill Publishing Company Limited, New Delhi.
- 2.Tripathi P.C. 2012 Personnel Management, Sultan Chand & Sons, New Delhi.
- 3.VenkataRatnam C.S.A. and Srivastava B.K. 2014 Personnel Management and Human Resources, Tata McGraw Hill Publishing Company Limited, New Delhi.

**M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : ORGANISATIONAL BEHAVIOUR**

Objectives

To make the scholar to gain expert knowledge of behavioural aspects of organization and to learn principles of organizational behaviour.

Unit I: Introduction to Organisational Behaviour and Different Dimensions

Organisational behaviour – Meaning – Importance – Significance – Factors influencing organizational behaviour – Applying Organisational Behaviour knowledge to Management Practices – Human Behaviour Approach – Process of Behaviour – Individual Differences – Perception – Meaning – Perceptual Process – Factors Affecting Perception – Dynamics of Stress – Concept – Causes – Effects – Coping Strategies for Stress.

Unit II : Interactive Dimensions of Organisational Behaviour

Group Dynamics –Significance - Importants to MNCs- Concept of Group – Theories of Group Formation – Group Cohesiveness – Group Decision Making – Quality of Work Life – Evolution and Development of the Concept of Quality of Work Life – Constituents of Quality of Work life – Organisation Development – Some Frequently used Intervention Strategies – Values and Organisational Development - Organisational Culture – Concept – Distinction between Organisational Culture and Organisational Climate – Factors influencing organizational Culture –Morale – Factors influencing morale.

Unit III: Dynamics of Organisation

Organisational Structure – Need – Elements – Organisational Structure and Employee Behaviour – Organisational Effectiveness – Meaning – Approaches to Measure Effectiveness – Factors – Achieving organizational Behaviour – Differential and Integration.

Unit IV: Authority and Communication

Authority – Sources of Authority – Limits of Authority – Status – Control – Concept – Control process – Types of Control – Control and Management by Exception – Behavioural Implications of Control – Communication – Concept – Process – Functions – Direction of Communication Flow – Barriers in Communication.

Unit V: Tools and Scales as applied to Organisational Behaviour Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scaling Techniques – Procedure for Contributions. Statistical Measures and Their Application to Organisational Behaviour - Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C R Kothari,2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. Khanka S.S.2012 *Organisational Behaviour*. S. Chand & Company Ltd., New Delhi..
3. Prasad L.M. 2013 *Organisational Behaviour*. Sultan Chand & Sons, New Delhi. 10th Enlarged Edition, 2013.
4. Aswathappa, K 2012 *Organisational Behaviour Text, Cases and Games*, Himalaya Publishing Limited, Mumbai, Revised Edition, 2012.

Reference Books:

1. Uma Sekaran, 2013 *Organisational Behaviour Text and Cases*. Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Ahuja K.K. *Organisational Behaviour*. 2011 Kalyani Publishers Ludhiana.
3. Jit S. Chandan. *Organisational Behaviour*. 2011 Vikas Publishing House Pvt. Ltd., New Delhi.

**M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : BUSINESS ENVIRONMENT**

Objectives

To make the researchers gain basic knowledge and beware of the recent trends and developments in the field of business environment in India

Unit I: Economic Environment

Internal Environment – External Environment – The Emerging Scenario – Regulatory Role – Promotional Role – Entrepreneurial Role – Planning Role – Economic Role of the Government in India – The Constitutional Environment – Expansion in State Intervention- Economic Environment.

Unit II: Economic Planning Policy Environment

Industrial Policy, 1991 – An Evaluation of the Policy – Impact of Liberalization – TRIPs and TRIMs – Copy Rights – Role of Government in the Management of TRIPs – MSMEs in India – Problems of MSMEs – Government Assistance – Institutional Arrangement for Rehabilitation of Sick Units – Recent Developments- Legal Environment of Business, Competition Policy- Consumer Protection- Environment Protection.

Unit III: Technological Environment and Digital India

Technological Environment- Concept- Nature of Technological Environment- Elements of Technology and Society- Digital India- Nine Pillars of Digital India - Pay Gov- Digital Locker E-TTAL – Jan DhanYojana- Make in India – Stand up India and Startup India Schemes- National Digital Literacy Mission – National Optical Fibre Net Work – Make in India- Investment Opportunities in India-and Business ethics.

Unit IV: MNCs and Foreign Investments

Multinational Corporations – Government Control Over MNCs – Foreign Institutional Investments (FIIs) – Foreign Direct Investments (FDIs) – Present Position – Role of the Government in the Management of Foreign Investments.

Unit V: Tools and Scales as Applied to Business Environment Research

Need for Scaling – Methods - Measurement of Institutional Behavior - Socio-Metric Scaling Techniques - Procedure for Constructions – Statistical Measures and Their Applications to Business Environmental Research Problems - Measures of Central Tendency- Measures of Variability- Correlation Analysis – Tests of Hypothesis – Z-Test – T-Test – Chi-Square Test and ANOVA – Non-Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. Aswathappa, K 2012 Essential of Business Environment, Himalaya Publishing House, Mumbai
3. Cherunilam, Francis 2012 Business Environment, Himalaya Publishing House, Mumbai
4. Durgadoss. R., Ilangovan. D 2012 Corporate Governance-An Insight, United Publishers, Mangalore.
5. Ghosh, P.K. 2000 Business Policy – Strategies Planning and Management, Sultan Chand & Co., New Delhi.
6. Michale, V.P 2012 Business Policy and Environment, S. Chand & Co., New Delhi.
7. Charles W.L. Hill 2014 Global Business Today, Tata MagGraw Hill, U.K.
8. Gupta S.P.,2014 Statistical Methods, Sultan Chand Publication, New Delhi

Reference Books:

1. D. Amarchand 2014 Government & Business, Tata McGraw Hill.New Delhi
2. Cherunilam Francis 2015 Business and Government, Himalaya Publishing House., Mumbai
3. Prasad LM Business Policy 2013 Strategic Management, Sultan Chand Publications, New Delhi.
4. Premavathy.N 2016 Business Environment, Sri Vishnu Publications, Chennai.

SUGGESTED MOOC COURSE:

1. *International Business Environment and Global Strategy (edX)*, Created by: Indian Institute of Management, Bangalore, Delivered by: EdX.

M.Phil (Commerce) Degree Programme – Broad Field
Paper – III :ENTREPRENEURIAL DEVELOPMENT

Objectives

To expose the researchers the challenges of entrepreneurship and make them to solve entrepreneurial problems.

Unit I: Basics of Entrepreneurship

Entrepreneur – Need and Importance– Characteristics– Traits - Functions – Types - Entrepreneurial Motivation – Motivating Factors and Methods – Motivation Theories – Achievement Motivation.

Unit II: Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) – Need - Objectives – Phases of EDP – Training – Institutions Conducting EDPs – Entrepreneurial Growth – Role of Government and Non-Governmental Agencies in Promoting Entrepreneurship – Institutions Assisting Entrepreneurs – DICs – SIDO – NSIC – SIPCOT – TIIIC – NIESBUD – TCOs, SIDBI – IDBI – Commercial Banks.

Unit III: Rural Entrepreneurship

Rural Entrepreneurship – Definition – Problems of Rural Entrepreneurship – Overcoming the Problems of Rural Entrepreneur – Rural and Urban Markets – Steps to Promote Rural Entrepreneurship-Green Marketing – Importance-Women Entrepreneurship – Concept – Functions – Growth – Problems – Development of Women Entrepreneurship – Advent of Credit – Self Help Groups – Problems and Prospects.

Unit IV: Technological Environment and Digital India

Technological Environment – Concept – Nature of Technological Environment- Elements of Technology and Society – Digital India- Nine Pillars of Digital India- Pay Gov-Digital Locker- Jan DhanYojana- Make in India-Startup India and Stand up India Schemes- National Digital Literacy Mission – National Optical Fibre net work- Fibre net work- Make in India – Opportunities in India.

Unit V: Tools and Scales as Applied for EDP Research

Need for Scaling - Methods - Measurement of Institutional Behavior - Socio-Metric Scales -Scaling Techniques- Procedure for Constructions – Statistical Measures and Their Applications to Entrepreneurial Research Problems - Measures of Central Tendency- Measures of Variability- Correlation Analysis – Tests of Hypothesis – Z-Test – T-Test – Chi-Square Test and ANOVA – Non-Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. R.A. Sharma, 2015 Entrepreneurial Change in Indian Industry, Sterling, New Delhi.
3. P. Saravanavel, 2015 Entrepreneurial Development: Principles Policies and Programmes, Ess Pee Kay Publishers, Chennai.
4. N.Gangadhara Rao, 2015 Entrepreneurship and Growth of Enterprise in Industrial Estates, Deep & Deep Publications, New Delhi.
5. C.B.Gupta and N.P. Srinivasan, 2013 Entrepreneurial Development, Sultan Chand & Sons, New Delhi.
6. S.P. Gupta, 2014 Statistical Methods, Sultan Chand Publication, New Delhi

Reference Books:

1. Vasant Desai, 2012 Entrepreneurial Development, Himalaya Publication, Mumbai.
2. Jasmir Shing, Saini 2012 Entrepreneurship Development, Deep and Deep Publications, New Delhi.
3. S.S. Khanka, 2012 Entrepreneurial Development, S.Chand & Co, New Delhi.
4. Jayasrisuresh, 2015 Entrepreneurial Development, Margam Publications, Chennai.

SUGGESTED MOOC COURSES:

1. ***Essentials of Entrepreneurship: Thinking & Action***, Created by: California, Irvine, Delivered by: Coursera, Taught by: David Standen.
2. ***Fundamentals of Project Planning and Management***, Created by: Darden School of Business, University of Virginia, Delivered by: Future Learn, Taught by: Yael Grushka-Cockayne.

**M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : CO-OPERATIVE MANAGEMENT**

Objectives :

To prepare the researcher to gain experts knowledge of the principles and practices of cooperation with reference to India.

Unit I: Co-operative Movement in India

Principles of Cooperation – ICA Principles – History and Growth of Cooperative Movement – Before and After Independence – Role of NABARD in Cooperative Development - Professionalization of Cooperatives – Nature and Functions – Powers of Boards in Cooperatives – Relationship Between the Department and Societies – Cooperative Administration in Tamil Nadu.

Unit II: Credit Co-operative Institutions

Cooperative Banking – Cooperative – Credit Structure – Three Tier and Two Tier Organizations – Objectives – Functions – Cooperative Urban Banks – Employee Credit Cooperatives – Constitution and Working – Problems of Over dues – Causes and Remedies.

Unit III: Non Credit Co-operative Institutions

Non-Credit Cooperatives in India– Organizational Structure – Financial Assistance – Constitution and Working of Industrial Cooperatives, Diary Cooperatives, Housing Societies and Marketing Cooperatives – Problems and Prospects.

Unit IV: Co-operative Education and Co-operative Law

Co-operative Education and Training – Member Education– Need and Importance – Role of National and State Cooperative Unions – State and Cooperative Movement – Cooperative Law – Special Features – Tamil Nadu Cooperative Societies Act 1983 and Cooperative Rules and Regulations – Special Place of Byelaws – Recent Amendment in Cooperatives.

Unit V: Tools and Scales as Applied to Co-operation

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scales – Procedure for Contributions. Statistical Measures and Their Application to Cooperatives -Research Problems – Measures of Central Tendency and Variability – Correlation Analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. Mathur , B.S ., 2015 Cooperation in India, Sahityabhavan, Agra.
3. Hajela, T.N.,2016 Cooperation Principles and Problems, Konark Publication, New Delhi.
4. Bedi, R.D. 2015 Theory, History and Practice of Cooperation, Rolla Book Depot , Merrut(UP).

Reference Books:

1. Sharada, v., The Theory of Cooperation, Himalaya publishing House, New Delhi.
2. The Tamil Nadu Cooperative Societies Act, 1983.
3. Indian Cooperative Movement – A Profile.
4. S.P Gupta Statistical Methods, Sultan Chand Publications, New Delhi.

Journals:

1. The Cooperator, New Delhi.
2. Journal of Rural Development, New Delhi.
3. Journal of Cooperative Management, VAMNICOM, Pune, Maharashtra.
4. Tamil Nadu Journal of Cooperation, TNCU, Chennai, Tamil Nadu.

Websites:

1. <http://www.tncu.tn.gov.in>
2. <http://www.ncui.in>
3. <http://www.ncdu.nic.in>
4. <http://www.vamnicom.org>
5. <http://www.indiadiary.com>
6. <http://www.nafcub.com>
7. <http://www.nabcard.gov>
8. <http://www.nccf-india.com>

M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : MARKETING MANAGEMENT

Objectives

To make the researcher gain expert knowledge with a perspectives on research in marketing.

Unit I: Marketing and Marketing Mix

Marketing – Process – Concepts – Importance – Functions of Marketing – Marketing mix – Product Policy – Planning and Development – Product Life Cycle – Pricing and Price Policy – Objectives – Methods – Distribution Policy – Selection of Marketing Channels – Promotion Mix – Advertising – Campaign and Media Planning – Advertising Effectiveness – Sales Promotion – Objectives. Green Marketing-Objectives-Importance

Unit II: Marketing Plan and Consumerism

Marketing Environment-Planning for Marketing – Planning as a Corporate Strategy Strategic Process – Preparation of Marketing Plan and Implementation – Marketing Audit – Consumerism – Consumer Movement in India – Consumer Behaviour – Theories – Buying Behaviour-Market Segmentation .

Unit III: Marketing Decisions

Product Decision- Pricing Decision – Distribution Decision – Promotion Decision – Marketing Research – Online Marketing Social – Ethical and Legal Aspects of Marketing in India- Impact of GST on Marketing- Emerging Trends in Global Marketing.

Unit IV: Agricultural Marketing and Services Marketing

Marketing of Agricultural Produce – Problems in Agricultural Marketing – Need for Agricultural price Stabilization – Role of Agricultural Price Commission – Role of Government in Agricultural marketing – Regulated Markets and Market Cooperatives – Marketing of Services – Dimensions of Marketing of Services – Types of Services – Reason for the Growth of Marketing Services.

Unit V: Tools and Scales as Applied To Marketing Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scaling Techniques – Procedure for Contributions. Statistical Measures and Their Application to Marketing Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. Mamoria, D. and Joshi, R.L.,2015 Principles and Practices of Marketing of Services,KitabMahal, New Delhi.
3. Philip Kotler, Marketing 2016 Management, Prentice hall, New Delhi.
4. William J.Stantan, 2016 Fundamentals of Marketing, McMilan Publications, New York.
5. Ber G.G., 2015 Marketing Research, TATA McGraw Hill, New Delhi,2005.
6. S.P Gupta 2015 Statistical Methods, Sultan Chand Publications, New Delhi.

Reference Books

1. NimitChowdhary Monika Chowdhary, 2016 Textbook of Marketing of Services, TATA McGraw Hill, New Delhi.
2. Fulmer, R.M., 2012 The New Marketing, McMilan Publication, New York.
3. Bush Kirk Richard, H., 2011 Principles of Marketing, Dryden Press,Illinois.

M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : INSURANCE MANAGEMENT

Objectives

To make the students gain expert knowledge in insurance and recent developments in insurance industries.

Unit I: Introduction

Meaning – Nature – Purpose – Need – Principles of Insurance – Types of Insurance – Terminology – New Insurance Product – Present State of Insurance Industry in India.

Unit II: Legal Framework

Essentials of General Contract (Section 10) of Indian Contract Act, 1872 – Essential Features of Insurance Contracts – Salient Features of Insurance Act, 1938, LIC Act, 1956, GIC Act, 1972, IRDA Act, 1999, Agency Law and Consumer Protection Act, 1986.

Unit III: Indian Insurance Act, 1949

Basic Terms – Registration – Capital Requirement – Deposits – Accounts and Audit – Registers and Returns – Investments – Social and Rural Insurance – Management Expenses – Assignment and Nomination – Licensing – Agent Commission – Rebate and Bonus – Tariff Advisory Committee – Surveyors – Reinsurance – Surrender – Public Grievances – Obligations of Insurer.

Unit IV: IRDA

Introduction – Objectives – Powers – Duties – Functions – Advisory Committee – Central Government Powers – Deposit – Advertising Disclosures – Inspections and Investigations – Surplus Distribution – Code of Conduct of Agents.

Unit V: Tools and Scales as Applied to Insurance Research

Need for Scaling– Methods – Measurement of Institutional Behaviour Socio-metric Scales – Scaling Techniques - Procedure for Contributions. Statistical Measures and Their Application to Insurance - Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. Panda Chanashyam. 2015 Principles and Practice of Insurance, Kalyani Pub., Chennai, 2010.
3. Mishra C. Insurance, S.Chand & Co., New Delhi.
4. Murthy A. 2015 Principles and Practice of Insurance, Margham Publications, Chennai.

Reference Books:

1. Katayal, Rakesh, Inderjit Singh & Aroras. 2012 Insurance, Kalyani Pub., Chennai.
2. LaxmiNarin. 2012 Principles of Insurance, S.Chand & Co., New Delhi.
3. Julia Holyoake and Welpers Bill William. 2013 Insurance, PHI, New Delhi.

**M.Phil (Commerce) Degree Programme – Broad Field
Paper – III : TECHNOLOGY BANKING**

Objectives

To make the students gain applied and expert knowledge in Banking and recent developments in Banking industry.

Unit I: Financial Institutions and Services

Classification of Banking Industry – Reserve Bank of India – Commercial Banks – Development Banks – NABARD-Regional rural banks- Cooperative Banks – Specialized Banking institutions – Structures – Workings – Merger and Acquisition - Current scenario of Retail Banking Services in India.

Unit II: Banking Sector Reforms

Prudential Norms – Prudential Accounting – Norms for Banks – Board for Financial Supervision (BFS) – Non- performing Assets- Income recognitions policy- Asset Classification guidelines for classification of assets — Provisioning Norms - Securitization – Capital Adequacy Norms – Banking Ombudsman Scheme.

Demonetization – History of Demonetization in India-Meaning-Definition-Background-Objectives-Advantages and Disadvantages. Demonetization – Black money – fake money- Digital financial transactions-cash less economy – Remonetization- The Role of RBI in demonetization and Remonetization-Role of National Payment Corporation of India

Unit III: Lending Principles

Liquidity – Profitability – Safety Issues – Diversification of Risk – Retail Lending – Need – Types – Personal Loan – Housing Loan –Consumer Durables Loan – Auto Loans – Priority Sectors Lending- risks in lending Banking Payment System

Unit IV: Technology in Banking

Computerisation in Banks – Core Banking solutions – Electronic Banking – Electronic Products – Electronic Funds Transfer Systems (EFTS) – Real Time Gross Settlement (RTGS) – Impact of Technology on Banks – Role and uses of Technology up gradation - Global Developments in Banking Technology. Green Banking- objectives-Significance
Rupay- Rupay Secure- IMPS – National Unified USSD Platform (USSD)-National Automated Clearing House (NACH)- Aadhaar Enabled payment System (AePS-KYC-MICR Vs CTS- Comparison –National Financial Switch (NFS) - RTGS,NEFT,UPI,CCIL-National Payment Corporation – Forex Settlements, Securities Settlement- Innovative

Unit V: Tools and Scales as Applied to Banking Research

Need for Scaling– Methods – Measurement of Institutional Behaviour- scaling technique- Socio-metric Scaling Techniques – Procedure for Contributions. Statistical Measures and Their Application to Banking Research Problems – Measures of Central Tendency and Variability – Correlation analysis – Testing of Hypothesis – Z Test – T Test – Chi-square Test and ANOVA – Non Parametric Statistics in Data Analysis – Factor Analysis.

Text Books:

1. C R Kothari, 2016 Research Methodology (Methods & Techniques) New Age International Publications, New Delhi.
2. Agarwal. H. C, 2009 Banking Law and Practice, Awan Publication, Agra.
3. Vashney. P. N, 2010 Banking Law and Practice, S. Chand & Co., New Delhi.
4. Sundharam&Varshney, 2014 Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi.
5. Natarajan. S. and Parameswaran. R, 2012 Indian Banking, S. Chand & Company Ltd., New Delhi.

Reference Books:

1. Shekar&Sekar, 2010 Banking Theory and Practice, Vikas Publication House, New Delhi.
2. Sayers. R. S, 2011 Modern Banking, Oxford University Press, New Delhi.
3. Gordon & Natarajan, 2012 Banking Theory Law & Practice, Himalaya Publications, New Delhi.
4. Muraleedharan, D. 2013 Modern Banking – Theory and Practice, PHI Learning Private Limited, New Delhi.

**M.Phil(Commerce) Degree Programme – Broad Field
Paper – III FINANCIAL MANAGEMENT**

Objectives:

To make the researcher gain expert knowledge with a perspectives on research in Financial Management

Unit I :Cost of Capital and Capital Budgeting Decisions

Cost of capital – Meaning and Importance – Cost of debt preference equity and retained earnings – weighted average cost of capital – Capital budgeting – Techniques – ROI , Payback period and discounted cash flow - Risk Analysis to Capital Budgeting, Sensitivity Analysis – Scenario Analysis – Break-even Analysis- Simulation Analysis, Decision Tree Analysis – Corporate Risk Analysis – Managing Risk – Project Selection Under Risk- Risk Analysis in Practice

Unit II : Capital Structure and Dividend Decision

Financial leverage – measures – EBIT, EPS Analysis – Operating leverage – business and operating risks – Theories of capital structure – Net income approach – Net operating income Approach – MM Hypothesis – Determinants of capital structure – Leasing – Nature & Types of Leasing – Advantages and Disadvantages of leasing – Financial evaluation of leasing, Dividend Theories – Walter’s model – Gordon and MM’s models – Dividend policy – forms of Dividend – Determinants of dividend policy.

Unit III :Working Capital Management

Management of working capital – concept – importance – Determinants and computation of working capital – Management of cash, inventory and receivables – Regulations of Bank credit to industry

Unit IV :Financial Statement Analysis and Miscellaneous

Nature of Financial Statement – Methods of Financial Statement analysis – Accounting ratios, types of ratios, their significance, uses and limitations – Fund Flow Analysis – Cash Flow analysis – Practical application of managerial techniques in decision making – Venture capital funds – Mergers and acquisitions – Mutual Funds – Factoring – Measurement and risk and returns – Securities and portfolios

Unit V : Tools and Scales As Applied to Financial Management Research

Need for scaling – methods of measurement of Institutional behaviour – Scaling Techniques -Socio metric scales – procedure for constructions – Statistical measures and their applications to financial management research problems – Measures of central tendency and variability – Correlation analysis – Testing of hypothesis – Z test – t test – Chi-square test and ANOVA – Non parametric statistics in Data analysis – Factor Analysis

Text Books

- 1.Prasanna Chandra, 2012 ‘Financial Management’, Tata McGraw Hill Publishing Company Ltd.New Delhi
- 2.Maheswari, S.N 2014 Financial Management, Sultan Chand Ltd, New Delhi
- 3.GitmanL.J and Dr.M.Manickam, 2015 Principles of Managerial Finance, Pearson Education New Delhi
- 4.I.M.Pandey,2015 ‘Financial Management’, Vikas Publishing House (P) Ltd. New Delhi

Reference Books:

- 1.Khan& Jain, 2014 ‘Financial Management’, Tata McGrew Hill Publishing Company Ltd
- 2.James C Van Horne, 2012 ‘Financial Management and Policy ‘.
- 3.S.P.Gupta, 2014 Statistical Methods, Sultan Chand Publication, New Delhi
- 4.CR Kothari, 2016 Research Methodology Methods and Techniques, New Age International Publications, New Delhi.

SUGGESTED MOOC COURSES:

1. MOOC Material: *Financial Engineering and Risk Management Part I (Coursera)*, Created by: Columbia University, Delivered by: Coursera, Taught by: Garud Iyengar and Martin Haugh.
2. MOOC Material: *Corporate Financial Decision-Making for Value Creation (Coursera)*, Created by: University of Melbourne, Delivered by: Coursera, Taught by: Paul Kofman Sean Pinder.

M.Phil(Commerce) Degree Programme – Broad Field
Paper III : FINANCIAL MARKETS AND SERVICES

Objectives

To make the researcher gain expert knowledge with a perspectives on research in Financial Markets and Financial Services.

Unit I: Money Market

Money Market - Call Money Market - Treasury Bills Market -Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits - The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market.

Unit II: Financial Intermediaries

Non Banking Financial Intermediaries –Investment Companies –Hire Purchase Finance –Lease Finance – Housing Finance – Mutual Benefits Financial Companies – Venture Capital Funds - Small Savings and Provident Funds - Unit Trust of India and Mutual Funds

Unit III: New Issue Market and Secondary Market:

New Issue Market – Meaning and Advantages– General Guidelines for New Issue – Methods of Floating – Players – Recent Trends. Secondary Market: Stock Exchanges - Functions –NSC, OTCEI, NASDAQ - Market indexes - Recent Developments – NSDL - Role of Securities and Exchange Board of India – Reforms in Secondary Market – Efficient Market Theory.

Unit IV: Financial Services

Merchant Banking – Definition, Origin of Merchant Banking – Merchant Banking in India - Merchant Banks and Commercial Banks – Services of Merchant Bankers – Qualities required for Merchant Bankers – Guidelines – Market Making Process – Progress, Problems and Scope of Merchant Banking in India. Factoring– Meaning, Functions, Types, Cost and Benefit of Factoring – Factoring in India and Abroad - Credit Rating - Mechanism, Role of CRISI - ICRA Limited and CIBIL.

Unit V: Tools and Scales as Applied to Financial Market and Financial Services Research

Need for scaling – Methods-Measurement of institutional behavior – Scaling Techniques- Socio Metric Scales – procedure for constructions. Statistical measures and their applications to financial market research problems – Measures of central tendency and variability – Correlation analysis - Testing of hypothesis – Z test- t Test – Chi-square test and ANOVA – Non parametric statistics in Data analysis– Factor Analysis

Text Books:

1. L.M.Bhole 2016 Financial Institutions and Markets, , Tata McGraw Hill Publishing Company Limited, New Delhi.
2. NaliniPravaTripathy 2015 Financial Instruments and Services, , Prentice Hall of India, New Delhi.
3. Gurusamy S 2015 Financial Markets and Institutions, S. Vijay Nicole Imprints (P) Ltd Chennai
4. Gordon and Natarajan, 2011 Financial Markets and Services, Himalaya Publishing House. Mumbai

Reference Books:

1. Jeff Madura, 2011 Financial Markets and Institutions, 5th Ed., South-Western College Publishing.
2. Khan, M.Y, 2012 Financial Services, Tata McGraw Hill. Publishing Company Limited, New Delhi.
3. S.P. Gupta 2012 Statistical Methods, Sultan Chand Publication, New Delhi.
4. CR Kothari, 2016 Research Methodology Methods and Techniques, New Age International Publications, New Delhi.

SUGGESTED MOOC COURSES:

1. MOOC Material: **Financial Markets**, Created by: Yale University, Taught by: Robert Shiller.
2. MOOC Material: **Global Financial Markets and Instruments**, Created by: Rice University, Taught by: Arzu Ozoguz.

M.Phil (Commerce) Degree Programme – Field of Specialisation
Paper III: INTERNATIONAL BUSINESS

Objective:

To develop an in-depth understanding of the theory of International Business as well as strategy, structure and organization aspects of firms engaged in international business.

Unit I : Basis of International Business

Globalisation and its drivers; Every modes and development strategies; Evaluation of different modes and selection of an energy strategy

Unit II : Theory of Trade and Investment

Trade Theories-Mercantilism-Theory of absolute advantage; The Theory of comparative advantage; Factor Proportions Theory; Product Life Cycle Theory; New Trade Theory; Theory of National complete advantage – Investment Theories-Relationship between export and FDI-OLI Theory and LLL Theory.

Unit III : Global Business

Foreign Exchange Market; International Monetary System; Exchange rate arrangements; International money and Capital market ; International banking.

Unit IV : International Marketing and International Taxation and investment Issues

International Marketing : An Overview ; EPRG frame work and its relevance to assessment of a firms 'involvement with international markets- Internationalisation process of business firms; Theories and Models; psychic distance, international strategy formulation and firm performance; consumer ethnocentrism and country – of- orgineffects.International double taxation; International tax evasion and avoidance- Transfer Pricing, Tax heavens, treaty shopping: Methods to alleviate international double taxation; double taxation Avoidance Agreement (DTAAS) Bilateral Investment Treaties

Unit V: Tools and Scales as Applied to Financial Market and Financial Services Research

Need for scaling – Methods-Measurement of institutional behavior – Socio-metric scaling Techniques – procedure for constructions. Statistical measures and their applications to international business research problems – Measures of central tendency and variability – Correlation analysis - Testing of hypothesis – Z test- t Test – Chi-square test and ANOVA – Non parametric statistics in Data analysis– Factor Analysis

Text Books:

- 1.Rajwada, A.V 2012 Foreign Exchange and International Finance, Tata McGraw Hill Publish Co New Delhi
- 2.Khurama PK 2014 Export Management. Galgotia Publishing Company, New Delhi
- 3.RudderDutt and Sundaram KPM 2016 Indian Economy S.Chand & Co Ltd, New Delhi

Reference Books :

- 1.Agarwal and Verma 2014 International Trade, TBH Publishers, Chennai
- 2.Mithani D.M 2015 An Introduction to International Economics, Himalaya Publishing House, Mumbai
- 3.Jhngan, ML 2014 International Economics, Konark Publications, New Delhi
- 4.Sharma V International Financial Management, Prentice Hall of India Ltd, New Delhi
- 5.Jeevanandham C, 2014 Foreign Exchange & Risk Management, Sultan Chand & Sons, New Delhi
- 6.CR Kothari, 2010, Research Methodology Methods and Techniques, New Age International Publications, New Delhi

SUGGESTED MOOC COURSES:

1. MOOC Material: *Quantitative Foundation for International Business (Coursera)*, Created by: University of London, Delivered by: Coursera, Taught by: George Kapetanios.
2. MOOC Material: **International Finance**, Created by: Marginal Revolution University, Delivered by: MR University, Taught by: Alex Tabarrok and Tyler Cowen.