

JAMAL MOHAMED COLLEGE (Autonomous), Tiruchirappalli-620 020**M.Phil. PROGRAMME****COMMERCE**

SEM	SUB CODE	COURSE	SUBJECT TITLE	HRS / WEEK	CREDIT	CIA Mark	SE MARK	TOTAL MARK
I	17MPCO1C1	CORE I	Research Methods in Commerce	4*	4	40	60	100
	17MPCO1C2	CORE II	Functional Areas of Management	4*	4	40	60	100
	17MPCO1C3	CORE III	Guide Paper	4*	4	40	60	100
	17MPCO1C4	CORE IV	Teaching & Learning Methodology	4*	4	40	60	100
	*One hour library for each course							
TOTAL				16	16	160	240	400
II	17MPCO2PW		Dissertation**	-	8	-	-	200
GRAND TOTAL				-	24	-	-	600

** Evaluation of the Dissertation and Viva Voce shall be made jointly by the Research Supervisor and the External Examiner.

Project Work (M.Phil)

Maximum Marks : **200 Marks**

I Review 20 Marks

II Review 20 Marks

Evaluation of Project 120 Marks

Viva-Voce 40 Marks

CORE I - RESEARCH METHODS IN COMMERCE

Hours Allotted: 4 Hours

Code: 17MPCO1C1

Credit Allotted: 4

Max. Marks: 60

OBJECTIVES:

- a) To develop acquaintance about the research methods used.
- b) To inculcate the skills to formulate tools and techniques of research.
- c) To prepare the students for designing appropriate research report.

UNIT I

Research : Definition – Objectives – Types: Pure, applied – Methods: Case Study, Survey – Research Problem – Definition, Essentials, Sources – Research Design – Meaning, Steps and significance - Ethics in Research.

UNIT II

Sampling : Meaning – Steps - Criteria – Methods – Sampling Error – Data Collection – Primary Data – Techniques – Observation – Interview – Essentials - Types - Limitations – Focused Groups - Questionnaire & Schedule – Designing – Reliability & Validity - Secondary Data – Sources.

UNIT III

Pre-Testing – Pilot Study - Data Processing: Meaning, Steps – Interpretation – Analysis of Data – Tools of Analysis – Correlation – Partial and Multiple – Regression – Partial and Multiple – ANOVA – One Way and Two Way. (Problem & Theory)

UNIT IV

Hypothesis – Concept, Steps, Sources – Testing of Hypotheses – Chi-square Test, ‘t’ Test, ‘z’ Test and ‘f’ Test – Limitations – Scaling Techniques. (Problem & Theory)

UNIT V

Report Writing – Meaning – Contents - Format – Essentials – Steps in Report Preparation – Types of Report – Target Group.

(Theory 60 % and Problem 40 %)

Text Book:

Research Methodology: C.R. Kothari, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Methods of Social Survey and Research: S.R Bajpai, Kitab Ghar, Kanpur.
2. Research in Social Sciences: Pattenshetti, Sultan Chand & Sons, New Delhi.
3. Thesis and Assignment Writing: Anderson J. Berry & Poole. M

CORE II – FUNCTIONAL AREAS OF MANAGEMENT

Hours Allotted: 4 Hours

Code: 17MPCO1C2

Credit Allotted: 4

Max. Marks: 60

OBJECTIVES:

To make the students learn the concepts of Financial Management, Marketing Management, Human Resource Management and Service sector.

To make them able to identify issues in the above areas.

UNIT – I Financial Management:

Scope – Role of Finance Manager - Sources of Finance – Analysis and Interpretation of Financial Statements – Project Appraisal – Factors determining Working Capital – Estimation of Working Capital – Capital structure – Factors determining capital structure – Cost of capital – Investment Alternative– Credit Management.

UNIT – II Marketing Management:

Approaches – Marketing Mix – Customer Relationship Marketing – Market Strategies : Leader, Challenger, Follower, Rivalry, Growth and Consolidation strategies – E-Marketing – Impact of Globalisation on Marketing task – Consumer Behaviour – Buying Motives – Market Segmentation – Product Mix and Product Line Strategies – Branding – Packaging and Labeling Strategies – Pricing Strategies - Promotional Strategies – Distribution Strategies – Retail Marketing – Logistics Management.

UNIT – III Human Resource Management:

Scope – Functions – Role of HR Manager in 21st Century – HR Planning Process – Recruitment and Selection – Training and Development – HRD – Process and Techniques – Career and Succession Planning – HR Inventory – HR Information System – Performance Management – Counselling – Absenteeism and Labour Turnover – Grievance Redressal – Disciplinary Procedure, Workers' Participation in Management, Labour Welfare, Safety and Health measures.

UNIT – IV Services Marketing:

Service Sector – Constituents - Unique features of Service Products – Banking, Insurance, Transportation and Shipping and Forwarding – Telecommunication - Warehousing – Health Services – Educational Services – Financial Services – Merchant Banking Operations – Tourism and Hotel Management.

UNIT – V Co-Operative Management:

Nature and Functions – Role of Board of Directors in Co-operative Management – General Body – Powers and Functions – Board of Executive Relationship – Society and Departmental Relationship – Credit Management – Evaluation – NPAs – Debt Recovery Tribunal – Writing off the Bad Debts.

Text Books:

1. C.B. Gupta – Principles and Practices of Management – Sultan Chand & Sons
2. Dr. S.N. Maheswari–Financial Management Principles & Practice – Sultan Chand & Sons
3. Dr. R. L. Varshney & S.L. Gupta Marketing Management – An Indian Perspective Text & Cases, Sultan Chand & Sons
4. P. Subba Rao – Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House
5. Christopher Love Lock – Services Marketing, Pearson Education Asia
6. Vasanthi Venugopal and Raghu – Service Management, Himalaya Publishers
7. S.K. Sinka and R.Sahaya, Management of Co-operative Enterprises.

Books for Reference:

1. L.M. Prasad – Principles of Management, Sultan Chand & Sons
3. Y. K. Bhushan – Business Organisation and Management
4. B.P. Singh - Business Organisation and Management
5. I.M. Pandey – Financial Management
6. M.Y. Khan & P.K. Jain – Fundamentals of Financial Management
7. S.A. Sherlakar – Marketing Management, Himalaya Publishing House
8. C.B. Mamoria – Marketing Management
10. P.C. Tripathi – Personnel Management and Industrial Relations, Sultan Chand
11. B.S. Bhatia and G.S. Batra – Human Resource Management –Deep & Deep Publications
12. S. S. Khanka - Human Resource Management
13. A. M. Sheikh - Human Resource Development & Management
14. N. K. Sahni – Personnel Management –Kalyani Publishers New Delhi
15. Dale Yoder - Personnel Management and Industrial Relations
16. B. P. Singh, T. N. Chabbra, P.L. Taneja - Personnel Management and Industrial Relations
17. S.M. Jha – Services Marketing

CORE IV – TEACHING & LEARNING METHODOLOGY

Hours Allotted: 4 Hours

Code: 17MPCO1C4

Credit Allotted: 4

Max. Marks: 60

OBJECTIVE: To enable the students to develop general skills required on Teaching, Learning Process through Computer Application skills, Communicative skills and Educational skills.

UNIT – I Computer Application Skills

Computer Skills : Basics of Computer – MS-Word – Menus: Insert, Format, Tools and Tables – Mail Merge – MS-Excel – Formatting Cells – Functions in Excel - Worksheet as Database – Charts / Graphs – MS-Power Point – Formatting text – Creating a new slide – Insert slides, textbox, sounds, chart and object – Different slide views.

UNIT - II Communication and Interaction

Theory of Communication – Communication Cycle – Types of Communication - Communication and Language - Communication in the class room - Interaction Methods - Interaction Analysis - Observation schedule and record - Bale's interaction process categories – Flander's system of interaction analysis – Verbal interaction category system - Reciprocal category system – Equivalent talk categories.

UNIT – III Educative Skills

Educational Psychology – Nature – Scope and Functions - Teaching and learning – meaning – characteristics – concept of learning – Learning Hierarchy – Learning Events – Outcomes - Individual Learning – Mastery Learning - Class room Management strategies – Behavioural Problems of students in Colleges - Mental health – Frustration – concept of adjustment – Defence mechanism – Mental hygiene.

UNIT – IV Teaching Strategies

Teaching Strategies – Definition – Meaning – Objectives - Lecture – Meaning, Nature - Demonstration – Characteristics - Seminars – workshops – Types - Case analysis – panel discussion – Uses.

UNIT – V Educational Technologies

Educational technology – Definition – Meaning – Objectives – Teaching Technology – Characteristics – Behavioural technology – Pedagogy of Teaching – Advantages and Classification of Teaching Aids – Hardware and Software in Teaching Aids - Instructional Media – Media Attributes – Multimedia and Instructional Development – Multimedia – Uses and Limitations.

References:

1. Modern teaching methods and techniques – Zikr–ur Rahman - Anmol Publication Pvt. Ltd.
2. Educational technology and management models media and methods. Dr.R.A.Sharma
3. Educational technology – Dr. Vanaja, Neel Kamal publications Pvt. Ltd. Hydrabad.
4. Elementary Educational Psychology & Methods of teaching– B.N. Dash, Neel Kamal publications Pvt. Ltd., New Delhi
5. Techniques of Teaching Psychology – P. Sambasiva Rao, D. Bhaskar Rao
6. Methods and Techniques of Teaching – S. K. Kochhar
7. Introduction to Educational Technology, 4th revised ed., 2000 – K. Sampath, A. Panner selvam and S. Santhanam, Sterling Publisher Pvt. Ltd.
8. Fundamentals of Education Psychology, 2nd ed., - S. Robinson, Ane Books Pvt. Ltd.
9. Use of Computers and Multimedia in Education – T.M. Srinivasan, Aavisakar publication, Jaipur
10. Internet – K. Sundarrajan, Kannadhasan publications, Chennai (1998).