

M.Phil - COMMERCE

DETAILS OF SUBJECTS ALONG WITH CREDITS

Semester	Subject	Subject Code	Title of the Paper	Internal & External	Credits
I	CORE PAPER – I	MPCO1	Research Methodology	25+75	6
	CORE PAPER II	MPCO2	Advanced Financial Management	25+75	6
	Elective Paper Any 1Field of Specialisation	MPCOE1	International Marketing	25+75	6
		MPCOE2	Human Resources Management	25+75	6
		MPCOE3	Banking and Financial Services	25+75	6
II	PART II		Dissertation	150	
			Viva Voce	50	18
			TOTAL		36

CORE PAPER I – RESEARCH METHODOLOGY

SUB CODE: MPCO1

CREDITS 6

UNIT I : Research – meaning and purpose – essentials of scientific method – limitations in social and behavioural research – types of research: exploratory, pure, applied, analytical, descriptive, historical, experimental, survey, case study.

UNIT II : Business research design – steps in business research – selection and formulation of a research problem – review of previous research – delimitation of the scope of the study – setting up of objectives – definition of concepts – formulation of hypothesis and research questions – preparation of research design – construction of tools – field work and collection of data.

UNIT III : Formulation of hypothesis – meaning of hypothesis – types of hypothesis – sources of hypothesis – testing of hypothesis – errors in testing – sampling techniques: sampling theory – sampling error and data collection error – sample size – sampling methods and their application – testing the appropriateness of a sample – sample unit and sample size.

UNIT IV : Principles and methods of collection of data – primary and secondary data – observation – interview – questionnaire – telephone interviews – construction of interview schedule and questionnaire – scales – checklist, pre test, pilot study – reliability testing and validating a questionnaire – attitude measurement – methods of scale construction – multidimensional scaling.

UNIT V : Processing and analysis of data: checking – editing – coding – transcription and tabulation – data processing through computers – reports writing – target audience – types of reports – contents of a report – style and conventions in reporting – steps in drafting a report.

Books for reference

1. William C. Emory, Business Research Methods, R.D.Irwin Inc
2. Robert G. Murdick, Business Research : Concepts and Practice, International Text Book Company
3. Claus Moser & Graham Kalton, Survey Methods in Social Investigation, Sage Publications
4. David Kaplan, The Sage Hand book of Quantitative Methodology, Sage Publications
5. Anderson J. Berry H.D. & Poole M., 'Thesis and Assignment Writing', Wiley Eastern Limited
6. Taylor, et al., Research Methodology: A Guide for Researchers in Management and Social Science, PHI Learning
7. Uma Sekaran, Research Methods for Managers : A Skill Building Approach, John Wiley and Sons

CORE PAPER II – ADVANCED FINANCIAL MANAGEMENT

SUB CODE: MPCO2

CREDITS 6

UNIT I : Financial management environment – corporate objective vs. financial goals and function – reconciliation of financial goals and social objectives – an outline of financial system in India – influence of corporate organization and taxes on financial management – regulations of SEBI regarding capital issues and stock exchanges.

UNIT II : Firm's investment decisions – practical application of capital budgeting – modern analytical tools and project appraisal and evaluation methods in private and public sector enterprise – risk analysis in investment appraisal (theory and problems)

UNIT III : Financing decisions and capital structure – characteristics of financing methods – analysis of internal and external financing methods – lease financing – determinants of capital structure – regulations relevant to long term financing – managing investments theory and problems) – dividend policy – behavioural models of dividend policy – clientele effects – relationship between dividends and values (theory and problems).

UNIT IV : Capital asset pricing – Sharpe's (CAPM – security analysis and portfolio selection – Markowitz portfolio theory (theory only) – Financial management and market efficiency – random walk theory – Harry Roberts classification of market efficiency – capital markets in India – role of SEBI – investor protection (theory only). Merger and Acquisitions (M&A) – forms – motives – evaluating M&A – considerations in M&A negotiations – Implications of Leveraged buy – outs.

UNIT V : International Financial Management – working of foreign exchange market – relationship between Interest rates, inflation rates and exchange rates – Techniques of hedging foreign exchange risk – International capital budgeting – methods of financing International operations

Books for reference

1. Brealey & Myers, Principles of Corporate Finance, McGraw Hill
2. Weston & Brigham, Managerial Finance, Holt Rinehart
3. Schall & Haley, Financial Management, McGraw Hill
4. I.M.Pandey, Financial Management, Vikas
5. Stephen Archer, Financial Management, John Wiley
6. Babatosh Banerjee, Financial policy and Management Accounting, The World Press
7. Damodaran, Corporate Finance – Theory and Practice, Johnwiley & Sons, Singapore

ELECTIVE PAPER –I

INTERNATIONAL MARKETING

SUB CODE: MPCOE1

CREDITS 6

UNIT-I : Introduction – The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of International Marketing – The dynamic environment of international marketing

UNIT-II : Developing Global Marketing Strategies – Global marketing management – planning and Organisation – International Marketing Information System and Research – Understanding Global Consumers – Cultural Dynamics in assessing Global markets

UNIT-III : International product policy – Product positioning in foreign market – Product standardization and adoption – Brands, Trademarks, Packaging and Labelling – International marketing of services – International product pricing policy – Export pricing – Pricing for International markets.

UNIT-IV : International promotional policy – International Advertising – Developing international advertising strategy – International sales force and their management – other forms of promotion for global markets.

UNIT V : Overseas marketing channel policy – Managing international distribution channels – Multinational retailers and wholesalers – Global Logistics – Contemporary issues in International marketing – future prospects in International marketing

Books for reference

1. Warren J.Keagan, Mark Green, Global Marketing 3/e, Prentice Hall
2. Michal R Czinkota, Illkka A Ronkainen, Best Practices in International Marketing, Harcourt College Publishers
3. Philip R.Cateora, John Graham, International Marketing, Irvine-Sage Publications
4. Vern Terpstra, Ravi sarathy, International Marketing, Harcourt College publishers
5. Philip R. Cateora, Illkka A. Ronkainen, Best Practices in International Marketing, Harcourt College Publishers
6. R. Srinivasan, International Marketing, Prentice Hall
7. S.A.Sherlekar, Global Marketing Management, Himalaya Publishing House
8. Rolf Lynton and Udai Pareek, Training for Organisational Transformation, Sage Publications
9. R. Srinivasan, International Marketing, Prentice Hall

ELECTIVE PAPER –II

HUMAN RESOURCE MANAGEMENT

SUB CODE: MPCOE2

CREDITS 6

UNIT-I : Human resource in a competitive environment – the individual in an organisation – values, attitudes – implications of work behavior personality – types of personality – current emphasis on human resource by organization. Changing Business Environment – Globalisation – Technological changes – Market changes – Business strategy

UNIT-II : Acquisition and Maintenance of human resource – recruiting sources – selection process – devices – orientation – maintenance of human resources – motivation for increased productivity – theory X and theory Y – carrot and stick approach – job enrichment – job satisfaction – Quality of Work Life (QWL)

UNIT-III : Performance appraisal – promotion – conflict – process – sources – organisational goals and personal goals – resolution – leadership – types and effectiveness – leader Vs manager – communication channels – grapevine – informal groups – management approach in dealing with informal groups. Leadership in times of change – economic indicators of HRM

UNIT-IV : Human resource development – training – placement and management development – effects of training on human resource OD – organisational change – change agents – organizational climate – organizational culture – morale and work environment

UNIT V : Compensation to human resources – reward and compensation systems – policies and administration grievance procedure – disciplining the problem employee, safety and health measures – ideas for motivated work force.

Books for reference

1. De Cenzo & Robins, Personnel Human Resources Management, Prentice Hall of India
2. Werther & Davis, Human Resources and Personnel Management, McGraw Hill
3. Cascio, Managing Human Resources Productivity, Quality of Work Life, Profits, McGraw Hill
4. TV Rao, Readings in Human Resource Development, Oxford and IBH
5. Neil Anderson, Fundamentals of HRM, Sage Publications
6. RS Dwivedi, Manpower Management, Prentice Hall of India

ELECTIVE PAPER III
BANKING & FINANCIAL SERVICES

SUB CODE: MPCOE3

CREDITS 6

UNIT I

Banking Technologies- Core Banking- KYC-RTGS-AML-SWIFT-NEFT-ECS- Green Banking-Banassurance- Ethics in Banking

UNIT II

Merchant Banking- NAV- SEBI guidelines for merchant bankers- Capital market- New issue- Issue Management- Equity issues-Rights issues- Debenture issues- Book building- Private placements- Pre & Post issue activities- Raising capital from International markets: ADRs, GDRs, ECBs etc- Stock Exchange- Meaning- Function- Listing- SEBI Guidelines

UNIT III

Lease and Hire purchase- Meaning and types of leasing- Hire Purchasing- Consumer Finance- Concepts & features- Credit rating and Securitization of debts- Definition and meaning- features- Special Purpose Vehicle- Pass through certificate and mechanism- Benefits of Securitization- Issues in Securitization

UNIT IV

Depository Service and Mutual funds- Depository services- Role of depositories and their services- Advantages of depository system- NSDL and CDSL- Depository participants and their role- Stock Broking Services including SEBI guidelines- Mutual funds – Structure of Mutual funds- Types - Advantages- Exchange traded funds- Hedge funds- Regulations on mutual funds- Hedging

UNIT V

Money Market Instruments- Treasury Bill- Commercial bill- Commercial paper- Certificate of deposit- REPO/Reverse REPO- Call money- Notice money- Term money- Credit card- Bill discounting- Factoring- Forfaiting- Reverse mortgage service

BOOKS RECOMMENDED

1. Gorden & Natarajan- Financial Services, Himalaya Publishing House
2. S.G.Guruswamy, Financial Services, Margham Publications
3. M.Y.Khan, Financial Services, Tata McGraw Hill Publishers

S.D.N.B.VAISHNAV COLLEGE FOR WOMEN, CHENNAI-44

M.Phil Commerce

PATTERN OF QUESTION PAPER

External (75 Marks)

FOR THEORY PAPERS

Answer any 5 out of 8 questions

5 x 15 = 75

FOR FINANCIAL MANAGEMENT

Answer any 5 out of 8 questions

5 x 15 = 75

(3 Problems & 5 Theory)

Internal(25 Marks)

a	Tests:	
	CAT I	5
	CAT II	5
	MODEL	5
b	Seminar I	5
c	Seminar II	5
		25

S.D.N.B. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS),

CHROMEPET, CHENNAI-600044

**Department of Commerce (Day & Eve), B.Com (CS), B.Com (ISM), B.Com (Hons),
B.Com(A&F), B.B.A., M.Com & M.Phil**

The Board of Studies Meeting of the Departments of Commerce (Day & Eve), B.Com (CS), B.Com (ISM), B.Com (Hons), B.Com (A&F), B.B.A., M.Com & M.Phil was held on 02/07/2015 at 2 p.m in the college premises.

The Members of the Board present were

SNo.	Name of the Members	Designation	Signature
1.	Dr.R.Rangarajan (University Nominee)	Associate Professor, PG & Research Department of Commerce, University of Madras, Chennai	
2.	Dr.S.Kumaresan	Associate Professor, PG & Research Department of Commerce, Pachaiappas College, Chennai	
3.	Dr.M.R.Vasudevan	Associate Professor PG & Research Dept.of Commerce, D.G.Vaishnav College, Arumbakkam, Chennai	
4.	Dr.V.Kalaivani	Associate Professor & Head,Department of Commerce, Chellammal College, Chennai	
5	Dr.Rajarajan Vanjeko	Associate Professor, PG & Research Department of Commerce, Pachaiappas College, Chennai	
6.	Dr.D.Armstrong	Head, Dept. of BBA MCC College Tambaram, Chennai	
7.	Ms. B.Sathiyapriya	Head, Dept. of Computer Applications MCC College, Tambaram, Chennai	
8	Mrs.Usha Sugavanum	Chartered Accountant	
9	Dr.Roshini	Director, Versatile Business School, Chennai	

CHAIRMAN

FACULTY MEMBERS IN THE BOARD OF STUDIES

M.PHIL-COMMERCE

<u>S.No</u>	<u>NAME</u>	<u>DESIGNATION</u>
1.	Dr.R.Savithri	Associate Prof.& Head of the Dept of Commerce
2.	Mrs.V.Vasanthakumari	Associate Prof.
3.	Dr.A.Dhanalakshmi	Associate Prof.
4.	Mrs.R.Valarmathi	Associate Prof.
5.	Mrs.A.Rohinipriya	Associate Prof.
6.	Dr.A.C.Ranganayaki	Associate Prof.
7	Mrs.G.Tamilselvi	Assistant Prof.

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV
COLLEGE FOR WOMEN (AUTONOMOUS)**



CHROMEPET, CHENNAI – 600 044

**DEPARTMENT OF M.PHIL
MINUTES OF THE BOARD OF STUDIES**

The Board of Studies meeting of the M.Phil Department was held on 02/07/2015 at 2.00 p.m in the college premises.

The members of the Board present were

S. No.	Name of the Members	Designation	Signature
1.	Dr.R.Rangarajan (University Nominee)	Associate Professor , PG & Research Department of Commerce, University of Madras, Chennai	
2.	Dr.S.Kumaresan	Associate Professor, PG & Research Department of Commerce, Pachaiappas College, Chennai	
3.	Dr.M.R.Vasudevan	Associate Professor PG & Research Dept.of Commerce, D.G.Vaishnav College, Arumbakkam, Chennai	
4.	Mrs.Usha Sugavanum	Chartered Accountant	
5.	Dr.Roshini	Director Versatile Business School, Chennai	

I, resolve to recommend to the Academic Council the syllabus, the regulations, the Question Paper Pattern, the Internal Assessment component be approved from the academic year 2015-2016.

CHAIRMAN

**S.D.N.B.VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS),
CHROMEPET, CHENNAI – 600 044**



DEPARTMENT OF M.PHIL

STATEMENT OF ACCOUNTS

(SITTING FEES FOR THE BOARD OF STUDIES)

The Board of Studies meeting of the M.Phil Department was held on 02/07/2015 at 2.00 p.m in the college premises.

The members of the Board present were

S. No.	Name of the Members	Designation	Amount Rs.	Signature
1.	Dr.R.Rangarajan (University Nominee)	Associate Professor , PG & Research Department of Commerce, University of Madras, Chennai		
2.	Dr.S.Kumaresan	Associate Professor, PG & Research Department of Commerce, Pachaiappas College, Chennai		
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CHAIRMAN