

SYLLABUS FOR M.PHIL/PRE-PH.D IN COMMERCE

BROAD FIELD RESEARCH METHODOLOGY IN COMMERCE & BUSINESS STUDIES

M.Phil 101
PPW: 4

Maximum Marks: 100
Exam Period: 3 Hours

Objectives: To enable the student to understand the research methodology in Commerce and Business studies, to acquire analytical skills in research and to use computers in Business research.

Note:- Research Scholars are expected to make analytical and in depth study of the topics.

UNIT-I: Business Research – A Theoretical framework: Concept of Business Research, importance of research in business decisions, business research process, and business research design.

UNIT- II: Organization of Business Research- Survey of Literature in Commerce – Identification of Research problem – Formulation of Hypotheses – Testing of Hypotheses.

UNIT-III: Data Collection in Business Research – Sources of Data – Primary, Secondary and Sources including Internet – Methods and Techniques of Data Collection – Sampling methods, Determination of the size of the sample. Questionnaire Designing- Preparation of a Questionnaire for Computer Processing and Internet. Scaling and Measurement Techniques – Comparative and non-comparative Scales including Thurstone – Likert – Guttman – Semantic Differentials – Theoretical issues in scaling.

UNIT-IV: Data Processing and Analysis in Business Research: Editing, Coding, Tabulating and Presenting Data through Computers. Description of Data and Inferences from sample data – Correlation, Association of Attributes, Application of Multivariate Analysis, dimensional scaling and Conjoint analysis with the help of Software packages like SPSS and Excel.

UNIT-V: Report writing and Presentation of Business Research Reports: Types of Research Reports including Theses, Project Reports, Committee Reports – Essentials of a Good Report writing – Presentation of Business Research Reports to Clientele.

Practicals: Use of Ms Excel and SPSS

Suggested Readings:

1. William G. Zikmond, Business Research Methods, the Dryden Press New York
2. Green Paul, Full Donald, Research for Marketing Decisions, Holt Ricdhard and Winston, New York.
3. Rigby Paul H., Conceptual Foundation of Business Research, Wiley and Sons, New Delhi.
4. Naresh K. Malhotra, Marketing Research- An applied orientation, Pearson Education.
5. Aaker, Kumar and Day, Marketing Res4earch, Wiley Publications.
6. Goode and Hyatt, Methods in Social Science Research, New York Publications.
7. Pauline V. Young, Scientific Social Surveys and Research, New York Publications.
8. B.A.V. Sharma, Methods in Social Science Research
9. Wilkinson and Bhandarkar, Methodology and Techniques of Social Research, Himalaya Publishing House.
10. Peter Norton: MS Office.

NARROW FIELD
FINANCIAL MANAGEMENT AND INVESTMENT MANAGEMENT

M.Phil (F) – 102 (C)

PPW – 4

Maximum Marks: 100

Exam. Period: 3 Hours

Objectives: To provide an in-depth analysis in the areas of Financial institutions and Markets; Financial Services; Security Analysis and Portfolio Management and International Management.

UNIT- I: SAPM – Security Analysis and Portfolio Management

- a. Technical Analysis of the Market – Dow Theory – Elliot Wave Theory.
- b. Fundamental Analysis: Economic Analysis Industry Analysis and Company Analysis.
Efficient Market Hypothesis – Random Walk theory – strong semi-strong and weak forms of efficiency.

UNIT-II Financial Services

- a. Merchant Banking functions – registration – accountability of merchant bankers and lead managers – SEBI Guidelines.
- b. Mutual Funds – different types – recent developments.
- c. Credit rating services – objectives – benefits – XCRISIL, ICRA, CRE – rating methodology.
- d. Factoring services – salient features – different types
- e. Depository services.
- f. Venture Capital.

UNIT – III: Indian Capital Market

- a. Construction of BSE and NSE stock index – online trading – trading and settlement procedures.
- b. Derivatives trading – financial derivatives – forward = future – options and swaps.
- c. Private placement of securities – pricing of securities – book building.
- d. SEBI and regulations of primary market and secondary market – Regulations of public issues – pricing of the issues.

UNIT – IV – Financial Sector Reforms

- a. SEBI FUNCTIONS – investor protection
- b. Mergers – acquisitions and takeovers – SEBI guidelines.
- c. Insurance sector reforms including insurance regulatory authority and Banking Sector Reforms

UNIT - V: International Financial Management

- a. Foreign Exchange rate determination – Forward market
- b. American Depository Receipts (ADR), Global Depository Receipts (GDR)
- c. Functions of (i) World Bank (ii) International Monetary Fund (iii) Asian Development Bank

Suggested Books:

1. Khan, M.Y. Indian Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Vasanth Desai: Indian Financial Management, Himalaya Publishing House, New Delhi.
3. Fuller and Farewell: Modern Investments and Security analysis, Prentice Hall Inc.
4. Shran. V. International Financial Management, Prentice Hall of India Pvt. Ltd. New Delhi.
5. Sanjiv Agarwal, Guide to Indian Capital Market, Bharat Law House, New Delhi.
6. Machiraju, H.R., Indian Financial System, Vikas Publishing House Pvt. Ltd.
7. Fisher and Jordon, Security Analysis and Portfolio Management.

NARROW FILED – MARKETING

M.Phil (M) – 102 (A)
PPW: 4

Maximum Marks: 100
Exam. Period: 3 Hours

Objectives: To make the students to understand and appreciate the research areas in Marketing. To enable the students to apply Marketing knowledge in their dissertation work.

UNIT – I: Principles of Marketing

Concepts, Tasks and Philosophies – Marketing Segmentation, Targeting and Positioning, Marketing Environment – Marketing Mix and its components of 4 P's (Product, Price, Promotion and place) – Market Oriented Strategic Planning. Marketing Information System – Marketing Research – Marketing Intelligence System.

UNIT – II: Consumer Behavior

Factors influencing Buyer Behavior – Inter Personal factors such as Culture, Reference groups, Family and Society – Intra Personal factors including psychological factors like Motivation, Perception, Learning, Beliefs and Attitudes, Consumer Behavior models such as Howard-Sheth comprehensive buyer model, Abraham Maslow, Sigmund Freud And Hertzberg. Learning Models – Pavlov and Skinner.

UNIT – III: Global Marketing and Services Marketing

Concept of Global Marketing – Global Marketing Environment including Cross Cultural Comparisons and legal frame work consisting of WTO. Concept of Service – Application Of Principles of Marketing in Services – Marketing Mix and 7 Ps (Product, Price, Promotion, Place, People, Physical evidence and Processes) – Marketing Strategies of Service Organizations like Banks, Hospitals, Insurance, Telecom, Transco and Call Centre Offices.

UNIT – IV: Marketing Research

Nature of Marketing Research – Marketing Research Process – Internet and Computer Applications – Exploratory, Descriptive and Causal Research Design – Qualitative Research – Focus group interview, Depth Interviews and Projective Techniques.

UNIT – V: Contemporary and Emerging Applications of Marketing Research

Assessing Competitive Advantage, Brand Equity, Customer Satisfaction and Total Quality Management – Data Base Marketing, E-Commerce and Relationship Marketing .

Suggested Readings:

1. Philip Kotler, Marketing Management, Prentice Hall/Pearson Education.
2. Massaki Kotabe and Kristiaan Helsen, Global Marketing Management, John Wiley & Sons, Inc.
3. David A. Aaker, V.Kumar and George S.Day, Marketing Research, John Wiley & Sons, Inc.
4. Naresh K. Malhotra, Marketing Research, an Applied Orientation, Pearson Education.
5. Bennett and Kassarjan: Consumer Behavior, Eastern Economic Edition, Prentice Hall.
6. Schiffman and Kaunak: Consumer Behavior, Prentice Hall.
7. Loudon and others: Consumer Behavior, Prentice Hall

**M.PHIL IN COMMERCE
INDUSTRIAL ECONOMICS**

**M.Phil (i) –102 (B)
PPW: 4**

**Maximum Marks: 100
Examination Period : 3 Hours**

Objectives: To enable the student to understand and appreciate areas in Industrial Economics. To enable the students to apply theoretical knowledge in Industrial Economics in their dissertation work.

UNIT – I: SIZE AND EFFICIENCY: Concept – Measurement – Problems – Size structure of Indian Industry – an analysis.

UNIT – II: GROWTH AND STRUCTURE: parameters – Relative merits and weaknesses. Theoretical dimensions of Industrial structure – Policy implications – Industrial growth and structural changes during the planning period.

UNIT – III: INDUSTRIAL LOCATION: Location theories – Inductive and Deductive theories – Balanced regional development – Public policy.

UNIT – IV: SMALL SCALE SECTOR: Role – Public policy – Problems – Sickness – Remedial measures.

UNIT – V: INDUSTRIAL POLICY: Overview of Industries policies in India – Recent changes including Public sector Reforms – FEMA – foreign investments Multi National Corporations – Technology Transfer – Competition policy – WTO implications.

Suggested Readings:

1. Barthwal: Industrial Economics
2. Sargent Florence: Logic of British and American Industry, Blackwell Publications.
3. Surender V: Indian Industries – Growth, Structure and Location, B.R. Publications.
4. E.A.G.Robinson: Structure of Competitive Industry, Oxford Publications.
5. George Rosen: Industrial Change in India 1970-2000, Allied Publications.

M.Phil (Regular)
Narrow Field: Organizational Behavior and Human Resource Management

Max. Marks:100
Exam Period: 3 hrs

Objective: To make the students understand and appreciate the research areas in Organizational Behaviour and the Human Resource Management.

Unit I: Organizational Theory: (OT)

- a) Organizational Theories b) Organizational Structure c) Organizational Strategy
- d) Organizational Design

Unit II: Organizational Behaviour (OB)

- a) Concept b) Understanding the Individual – Personality – Attitudes – Perception – Learning – Motivation c) Understanding Groups – Teams – Communication – Leadership – Conflict –
- d) Understanding organizations: Culture – Change – Organizational Development
- e) Organizational Effectiveness

Unit III: Human Resource Management: (HRM)

- a) Human Resource Management – b) Determination of the needs of Human Resources -
- c) Human Resource Planning – d) Recruitment and Selection – e) Placement and Introduction

Unit IV: Human Resource Development

- a) Compensation b) Training and Development c) Performance Appraisal and
- d) Career Planning, Counseling and Mobility

Unit V: Industrial Relations and Industrial Democracy : (IR &ID)

- a) Industrial Relations b) Industrial conflict c) Industrial Democracy d) Workers' Participation in Management e) Globalization and Industrial Relations

Suggested Readings:

1. Bernardin and Russel: Human Resource Management, Irwin/Mcgraw Hill.
2. Lawrence S.Kleiman, Human Resource Management, West Publishing Co.
3. Christopher Mabay & Grame Salaman, Strategic Human Resource Management, Beacon Books
4. David A.Decenza and Stephen P.Robbins, Personnael and Human Resource Management, Prentice Hall, New Delhi.
5. CB Gupta, Human Resource Management, Sultan Chand, New Delhi
6. VP Michael: Human Resource Management and Human Relations, HimalayaPublishing House
7. Dwivedi: Personal Management, Galgotia Publications
8. Rao VSP, Human Resource Management, Excel Books
9. Rao PS, Essentials of Human Resource Management and Industrial Relations, Himalaya Publications
- 10.Stephen Robbins: Organizational Behavior, PHI, 2002
11. Jones: Organizational Theory, PEA, 2000.