

**MOTHER TERESA WOMEN'S UNIVERSITY  
KODAIKANAL-624102**

**SYLLABUS 2018 – 2019**

**M.PHIL COMMERCE  
(CHOICE BASED CREDIT SYSTEM)  
(Full-time)**

**SYLLABUS, REGULATION AND SCHEME OF EVALUATION**

**MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL-624102**

**DEPARTMENT OF COMMERCE**

**M.Phil (Commerce) Full Time**

**Under Choice Based Credit System**

(Regulation and Syllabi with effect from the Academic year 2018-2019)

**Eligibility:**

A candidate with postgraduate degree in Commerce, International Business, Business Administration, Bank Management or any related discipline with minimum of 55% marks.

**Duration:**

One year

**Medium of Instruction:**

English only

**Examinations:**

The M.Phil, program in commerce comprises of Theory courses (3 in the 1<sup>st</sup> Semester and 1 in the 2<sup>nd</sup> Semester) and one Dissertation cum Viva – Voce. Paper I, II, III and IV are common for all the candidates.

**The scheme of Examination is as follows:**

<b>Paper No.</b>	<b>Paper Code</b>	<b>Course Title</b>	<b>Hours</b>	<b>Credits</b>	<b>Continuous Internal Assessment (CIA)</b>	<b>End Semester Exam (ESE)</b>	<b>Total</b>
<b>Semester I</b>							
1	MCOT11	Research Methodology	10	4	40	60	100
2	MCOT12	Research for Business Decisions	10	4	40	60	100
3	MPST13	Professional Skills	10	4	40	60	100
		<b>Total</b>	<b>30</b>	<b>12</b>			<b>300</b>
<b>Semester II</b>							
4	MCOT21	Area Paper	10	4	40	60	100
5	MCOD21	Dissertation + Viva-voce	20	14 (12+2)	-	200	200
		<b>Total</b>	<b>30</b>	<b>18</b>			<b>300</b>
<b>Total</b>			<b>60</b>	<b>30</b>			<b>600</b>

**Credits:** Each student should earn 30 credits to complete the programme.

**Attendance:**

- Normally a student must secure a minimum of 80% attendance to become eligible to take the End – Semester Examination (ESE) in a course. However, condonation of shortage of attendance may be granted on genuine medical grounds upto a maximum of 10% of the contact days. For this purpose, the student must, immediately upon returning to class after the period of illness, apply for the condonation, submitting valid medical certificate (s) from registered medical practitioner (s) through his/her advisor to the Head of the Department (HOD), who will decide upon the application for condonation of shortage of attendance. Medical certificates submitted on the eve of the ESE will not be accepted.
- If a student who has no genuine medical grounds and has earned 70% or more but less than 80% of attendance in a course in a semester that student will be debarred from the ESE in that course in that semester. However the student may take the ESE when offered in later semester.
- If a student has earned less than 70% attendance, that student will be debarred from the ESE in the course and the statement of grades will read IA (Inadequate Attendance) against that course. Such a student must repeat that course when offered in a later semester. Attendance in a course will always be reckoned from the days of joining the course to the last day of the course.

**Redoing of the courses**

A student who has been debarred from the ESE for lack of attendance must repeat the course at the later semester, paying the prescribed fees for the course. No student will be permitted to repeat a course or reappear for a CIA test or an ESE for improvement of Grade Points. A student, who has fulfilled all the course requirements but has not been able to take the ESE alone, can take the same at a later semester. A student who has failed in an ESE need take only the ESE in that course when it is next offered. Such students need take only the fee for ESE of the course.

Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HOD on before 5<sup>th</sup> June (of redoing of old semester courses) or 5<sup>th</sup> November (for redoing Even Semester Courses) every year.

A student may be permitted to break his/her study on valid grounds. Such break of study is entertained only if the student has completed at least two semesters of student. For availing break of study, the student has to apply to the Registrar along with the recommendations of the Class Advisor and the HOD in the format prescribed enclosing documentary evidences(s) as a proof for his/her claim for break of study and after paying prescribed fee. Unauthorized break of study will not be permitted under any circumstance. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

**Assessment:**

Assessment of the students will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 40:60.

**Continuous Internal Assessment (CIA)**

The CIA marks shall be awarded based on the following:	Marks
Scores of Best two tests out of three tests	20
Assignment	10
Seminar/Quiz	10
<b>Total</b>	<b>40</b>

**End Semester Examination (ESE):**

Except in the case of Project-work Summer Placement Training and exclusively practical/ field placement courses, the ESE will consist of a written examination of three hours duration reckoned for a maximum 60 marks.

Part-A (5\*12=60)

5 Questions out of 10

**Time extension for submission of Dissertation:**

Extension for submission of dissertation shall be granted as per the University norms and conditions.

**Passing Minimum Marks:**

There will be no minimum for internal assessment in papers I, II, and III. A candidate will be declared to have passed in a course if she gets a minimum of 50% marks in the University examination and 50% marks in total, putting together the continuous internal assessment marks and University examination marks in that course. A candidate should have secured 50% in Dissertation and Viva-Voce to get a pass.

**Classification of Candidates**

If a candidate secured 60% and above in both the parts put together, she is deemed to have passed in First Class.

If a candidate secured 50% and above but less than 60% in both the parts put together, she is deemed to have passed in Second Class.

If a candidate secures less than 50% in both the parts put together, she is deemed to have failed in the course.

**Failed Candidates:**

A candidate who fails in any course/courses may appear again in those course/courses as per University rules.

**Completion of the program:**

The students have to complete their program within 3 years from the completion of the duration of program, failing which their registration will stand automatically cancelled and they to register afresh, if they want to pursue the program.

**Award of degree:**

A student will be declared to be eligible for the award of a degree if she has:

- Registered for and undergone all the courses under the different parts of the curriculum of her program.
- No dues to the University, hostel, NSS, Library, Clubs, Associations etc., and
- No disciplinary action pending against her.

**Other regulations:**

Besides the above, the common regulations of the University shall also be applicable to this program.

# M.Phil COMMERCE

## MCOT11 - RESEARCH METHODOLOGY

(6 Credits)

### Objectives:

- To develop the theoretical knowledge in research and develop the skill of designing and adhering to the appropriate methodology for improving the quality of research.

### Unit I

Research – Meaning – Purpose - Types of research – Significance of research in Business Sciences. Steps in Research – Identification, Selection and Formulation of Research Problem – Research Questions – Research Design – Hypothesis: Concept, Sources and Types – Formulation of Hypothesis for testing – Review of Literature: Nature and Purpose.

### Unit II

Sampling – Sampling Theory – Types of Sampling – Probability and Non Probability Sampling – Steps in Sampling – Steps in Sampling – Advantages and Limitations of Sampling – Sampling and non – Sampling Errors – Estimation of Sample size – Desirability and precautions.

### Unit III

Collection of data – Primary data – Interview – Questionnaire – Observation – Experimental and Case study – Types thereof – suitability of each mode – Pretest – Pilot study – Secondary data: Nature, Sources, Desirability and precautions.

### Unit IV

Processing the data – checking – Editing – Coding – Transcription and Tabulation – Analysis – Use of Measuring of Central tendencies in research – Use of Measuring of Central tendencies in research – Use of Measures of Dispersion in Research – Use of Measures of Relationship like simple, Multiple and Partial Correlation and Regression Analyses in research – Use of Association of Attributes – Hypothesis Testing: Z, t, F and Chi-square tests and uses – Interpretation of data – Uses and Limitations – Skills needed for right interpretation. Non-parametric Tests: Nature and Significance – Sign Test, Run Test and Mann – Whitney U test - Kursal Wallis Test.

### Unit V

Structuring the Research Report: Chapter Format – Pagination – Indentation – Using Quotations – Presenting Foot – notes – Abbreviations – Presentation of tables and figures – Referencing – Documentation Use and Format of appendices – Indexing – Technique, Style and Linguistic aspects of report writing.

### Reference Books:

- Scientific Social Surveys and Research, Young paulinge. V

- Methods in Social Research, Goode & Hatt.
- Introduction to Research Methods, Robert B Burns.
- Handbook of Qualitative Research, Norman K Denzin.
- Business Research Methods, Emory William C
- Business Research Concepts and Practice, Murdick Robert.
- Adventures in Social Research, Earl R Babbie.
- Thesis and Assignment Writing, Anderson.
- Research methods in Commerce, Amarchand D (Edt).
- Methodology of Research in Social Science, O.R. Krishnaswami & M. Rangatham.

## MCOT12 – RESEARCH FOR BUSINESS DECISIONS

(6 Credits)

### Objectives:

- To provide a framework of knowledge relating to business strategies, marketing, personnel, and Capital market decisions through research with relation to current scenario.

### Unit I

Business Decisions: Concept and Process – Research as a decision support system – Component Business Research Dimensions – Environmental Research – Research on Functional areas – Policy Research and Institutional Research in the context of Liberalization, Privatization – Research on Enterprises and Entrepreneurs.

### Unit II

Research for Marketing Decisions: New Product Development Research – Research on brand equity and preferences – Research on pricing Strategies – Research on distribution channels – Research on salesmanship qualities and effectiveness – Research on advertisement copy – Research on creativity in advertisement copies – Research on media effectiveness – Market segmentation – Export marketing – Research on marketing information system.

### Unit III

Research for Personnel Decisions: Leadership: Traits, style and effectiveness – Research on employee motivation, absenteeism, Job Satisfaction, Welfare measures, Quality of work life and participation in management – Research on personnel information system.

### Unit IV

Organisational Research: Strategic alliance and Divorces – Mergers and Acquisition – Disinvestment – Reorganizations – Re-engineering – Corporate Governance – Ethics - Social Responsibility.

### Unit V

Capital Market Research: Primary market and Secondary Market - Trend, Volatility and determinants – Mutual funds – Investor behavior and protection – Behavioural finance - Global capital market instruments and institutions – Capital market information system

### Reference Books:

- Fundamentals of Marketing, William Stanton
- Marketing Management, Philip Kotler.
- Personnel Management, Edwin & Flippo
- Industrial relations, Sharma, A M
- Financial Management, Pandey, L M
- International Finance, Apte, P G
- Organizational Behaviour, Fred Luthans
- Strategic Management, Shic Ramu
- Financial Management, Prasanna Chandra.



## I Semester – Core III(Theory)

### PROFESSIONAL SKILLS (Common Paper)

#### Objectives:

**After completing the course, the scholars will be able to**

- Develop skills to ICT and apply them in teaching, learning contexts and research.
- Acquire the knowledge of communication skills with special reference to its elements, types, development and styles.
- Understand the terms: Communication technology, Computer Mediated Teaching and develop Multimedia/E-contents in their respective subjects.
- Develop different teaching skills for putting the content across to targeted audience.

#### Unit I - Computer Application Skills

Fundamentals of Computers and windows, Operating System – **MS – Office** Components; **Word**: Equation editor, Table Manipulation – Formatting Features – organizational Chart. **MS – EXCEL**: Statistical Functions – Number Manipulation – Chart Preparation with various types of graphs. **MS PowerPoint**: PowerPoint presentation with multimedia features. **Internet and its applications**: E-mail and attachments – working with search engines.

#### Unit II - Communication Skills (English/Tamil/Both)

**English**: Skills of Communication: Listening, Speaking, reading and Writing – Writing Synopsis, Abstract and proposals. Developing good language abilities – Public speaking – Writing Skills.

**Tamil**: பயிற்றுவிக்கும் திறன் - பேச்சுத்திறன் - வெளிப்பாட்டுத் திறன் - ஆய்வுத்திட்டம் - ஆய்வுச்சுருக்கம் தயாரித்தல்.

### **Unit III - Communication technology**

Computer Mediated Teaching: Multimedia, E – Content, Satellite Based Communication – EDUSAT and ETV channels. Web: Internet I Education.

### **Unit IV - Pedagogical Skills**

Micro teaching Skills: Skill of Induction, Skill of Stimulus Variation. Skill of Explaining, Skill of Probing Questions, Skill of Blackboard, Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills – Research Extension and Consultancy.

### **Unit V - Industrial Technology**

Lecture Techniques: Steps, Planning of a lecture, Lecture Notes, Updating, Delivery of Lecture. Teaching – Learning Techniques: Team teaching, Group Discussion. Seminar, Workshops, Symposium and Panel Discussion – Games and Simulations – Web Based Instructions.

### **References**

- Micael D. and William (2000). Integrating Technology into Teachnig and Learning: Concepts and Applications, Prentice Hasll, New York.
- Information and Communication Technology in Education: A Curriuculum for Schools and Programme of Teacher development. Jonathan Anderson
- Pandey S.K.(2005). Teaching communication. Commonwealth publisher, Delhi
- Sharma. R.A.(2006), Fundamentals of education technology, Surya publication, Meerut
- Kum Babu A. and Dandapani S. (2006), Microteaching, Neelkamal Publications, Hyderabad
- Vanaja M and Rajasekhar S. (2006), Computer Education, NeelkamalPublications, Hyderabad

## **MCOD21 – DISSERTATION AND VIVA VOCE**

**(14 Credits)**

By the end of program duration a Dissertation is to be presented by each student. The Dissertation must exhibit knowledge and skills of formulating research objectives and hypotheses, designing of good research tools, collecting relevant data, analyzing and interpreting the data, writing a lucid and purposeful report.

For this purpose each research student will be placed under the guidance of a faculty member. The dissertation together with the Viva Voce carries 14 credits. The dissertation is to be assessed separately by the guide-cum-supervisor and an external examiner. The Dissertation carries 200 marks. The Viva-Voce is conducted for only for those who get minimum 50% pass marks in the Dissertation by a Board of Examiners consisting of Guide and HOD/Senior Professor in the department. A minimum of 50% is needed for a pass.