



**M.Phil. (Commerce) - 2006-07**

**Semester I**

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<b>Paper</b>	<b>I</b>	<b>Research Methods in Commerce</b>	<b>2</b>
	<b>II</b>	<b>Advanced Financial Management</b>	<b>4</b>
	<b>III</b>	<b>Optional Papers:</b>	
		<b>(Any one of the subjects given below)</b>	
		<b>1. Human Resource Management</b>	<b>6</b>
		<b>2. Marketing Management</b>	<b>7</b>

**M.Phil. Commerce - Syllabus - 2006-07**

**I Semester**

**Paper 1 - Research Methods in Commerce**

**Unit I: Introduction and Planning of Research:** Meaning - Purpose - Types of research Methods of Research - Survey Method - Case Study - The planning process - Selection of a problem for research - Formulation of the selected problem - Hypotheses - Research design.

**Unit II: Methods of Data collection and Tools for Data collection:** Sources of data - primary - secondary - Methods of collecting primary data - Survey Method - Personal interviewing - Telephone interviewing - Mail Survey - Observation Method - Experimental method. Tool for data collection: Construction of schedules and questionnaires - Scaling technique - Nature - Rating Scales - Ranking scales - scale construction. Pilot study and pre-test.

**Unit III: Sampling techniques - Probability and Non-probability sampling techniques - sampling design - sample size - sampling and non-sampling errors.**

**Unit IV: Processing of Data - Editing - Coding - Tabulation. Research report - Types of reports - Style of reporting - steps in drafting reports - contents of research report.**

**Unit V: Statistical Tools: Correlation - simple - partial - Multiple. Regression - (simple, partial and multiple) - Linear growth rate; compound growth rate. Testing of Hypothesis (Z, t, f,  $\chi^2$  Test)**

**Reference:**

1. Business Research Methods : Donald R Cooper & Pamela
2. Thesis and Assignment Writing : J.Anderson
3. Statistics for Mangement, Richard I.Levin, David S.Rubin, Prentice Hall  
of India, New Delhi.
4. Business Statistics : S.P.Gupta
5. Survey Method in Social Investigation : C.A.Moser

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**Paper 2 -Advanced Financial Management**

**Unit I:** Financial Management - Meaning, Definition and Functions - Scope - Objectives - Key activities of Financial Management - Organisation of Finance Section - An outline of Financial Systems in India. Financial Analysis - Financial Statement Analysis - Ratio Analysis - Cash and Fund Flow Analysis - Marginal Costing and Break Even Analysis - Social cost benefit analysis.

**Unit II:** Capital Budgeting - Principles and Techniques - Pay back method - Discounted Cash Flow Method (DCF) - Time Adjusted (TA) - Techniques - Present Value (PV) / Net Present Value (NPV) Method - Internal Rate of Return (IRR) Method - Average Rate of Return - Technical Value Method. Analysis of Risk and Uncertainty - Definition of Risk - Sensitivity Analysis. - risk evaluation approaches - Risk Adjusted Discount Approach - Probability distribution approach - Decision Tree Approach. Working Capital Management - Permanent and temporary working capital - Changes in working capital - Determinants of working capital - Computation of working capital - working capital financing - trade credit - bank credit - Commercial Paper - Factoring.

**Unit III:** Cost of capital - Definition - Importance - Assumptions - Explicit and Implicit costs - Measurement of specific cost - cost of equity - cost of debt - cost of retained earnings - cost of preference shares - computation of overall cost of capital. Capital Structure - Factors influencing financial decisions - Methods of financing - Theories of capital structure - capital gearing - Financial Leverage and Operating Leverage.

**Unit IV:** Dividend and Dividend Policy - Meaning, classification and sources of dividend - Factors influencing dividend policies - Theories of dividend decisions - Irrelevance and relevance theory - Generally accepted dividend policies.

**Unit V:** Mergers, Acquisitions and Takeovers - Reasons for merger - Legal and tax aspects of merger - Financial aspects of a merger - Purchase of a division/plant - Takeovers.

International Financial Management - Foreign Exchange Market - Financing Exports - Foreign currency finance - Documents used in Foreign Trade - Foreign Exchange Exposure - Management of foreign exchange exposure.

**Books Recommended:**

1. Financial Management : Khan and Jain, Tata McGraw Hill
2. Financial Management : Prasanna Chandra, Tata McGraw
3. Financial Management and Policy : Ravi M.Kishore, Taxmann
4. Financial Management and Policy : James C. Van Horne, Prentice  
Hall Publications Pvt. Ltd.
5. Financial Statement Analysis : I.M.Pandey, Kalyani Publishers
6. Financial Management : John Myer

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**Paper III - Optional Paper 1. Human Resource Management**

**Unit I: Human Resource Planning** - Meaning, Importance, Objectives - Process - Areas - Job Analysis - Purposes, uses, contents, steps and techniques.

**Unit II: Recruitment and Selection** - Recruitment Policy - Sources - Methods - Recruitment Practice in India - Selection Procedure - Scientific selection - Placement, Induction and Socialisation.

**Unit III: Training and Development** - Principles of training - Methods of Training - Procedure - Contributions of Training - Evaluation of Training Programme - Career Development - Benefits - Promotion - Promotion Practices in India - Transfer - Transfer Policy and Procedure - Grievance and redressal procedures. Organisational Development: Meaning, Models and Interventions.

**Unit IV: Performance Appraisal** - Need - Purpose and use of performance appraisal - Appraisal Process - Methods - Essential characteristics of an effective appraisal system - Managerial appraisal - Managerial Ethics in Performance Appraisal - Modern Methods of Appraisal - Performance Appraisal through Computer - Performance Appraisal based on MBO system.

**Unit V: Human Resources Accounting** - Human Resource Information System - HRM Research and Audit - HRM in changing environment - International HRM - Managing Human Resource in Virtual organizations.

**Reference Books:**

1. Personnel Management, Management of Human Resources, C.B.Mamoria Udai Pareek, Himalaya Publishing House, New Delhi, 10<sup>th</sup> Edition, 1992.
2. Personnel/Human Resource Management - Text Cases and Games - P.Subba Rao & V.S.P.Rao, Konark Publishers Pvt. Ltd., New Delhi, Edition 1990.
3. The Human Side of Management, S.Davar, Universal Book Stall, New Delhi, Edition 1991.
4. Dynamic Personnel Administration Management of Human Resources, M.N.Rudrabasavaraj, Himalaya Publishing House, Bombay, Second Edition 1993.
5. Management of Human Resources, Lallan Prasad & A.M.Banerjee, Sterling Publishers Pvt. Ltd., Second Edition 1985.
6. Human Resource Management in Cooperative Sector - S.S.Jyothi
7. Personnel - The Human Problems of Management, George Strauses Leonand R. Sayles
8. Human Resource Management - S.s.Khanka

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**Paper III - Optional Paper 2. Marketing Management**

**UNIT I**

**Marketing and Marketing Management: An Introduction**

Marketing and Marketing Management: Evolution of marketing concept, Modern Marketing concept, Different approaches to management, Elements or Functions of Marketing, Features and objectives of marketing, Importance of marketing, Scope of marketing, marketing process, Social marketing. Meaning, Definition, Scope, nature and importance of marketing management - Functions of marketing manager or marketing management - Distinguish between sales management and marketing management - tasks of marketing management.

**UNIT II**

**Marketing Mix, Market Segmentations and Consumer Behaviour**

Marketing Mix: Meaning and definition of marketing mix - Elements of marketing mix - factors affecting marketing mix. Market Segmentation: Importance and benefits of market segmentation- bases for market segmentation - alternative strategies towards market segmentation- elements of market segmentation - market targeting - market positioning - positioning strategies. Consumer Behaviour: factors influencing buyer behaviour - buying decision process - stages of buying decision process.

**UNIT III**

**Product Planning and Development, Pricing and Physical Distribution**

Product: Meaning, Definition, characteristics, and types of products - product mix - dimension of product mix - product mix strategies - product life cycle stages - product planning - stages in new product development - test marketing - product modification - product elimination - product diversification. Pricing: Meaning and role of pricing - types of pricing - pricing in theory and practice - management of pricing - selecting a pricing method. Physical Distribution: Meaning and definition of physical distribution - activities involved in physical distribution - Channels of distribution - middlemen - wholesaler and retailers - transportation - functions and types of transport - recent development in transportation - factors governing the choice of mode of transport.

## UNIT IV

### Personal Selling, Advertising and Sales Promotions

Personal Selling: Meaning and definition - Difference among personal selling, advertising and sales promotion - factors affecting personal selling decisions. Advertising: Definition - elements - functions - advantages - kinds of advertising - advertising media - direct advertising - advertising agency. Sales promotion: Definition and meaning- types of sales promotion programmes.

## UNIT V - E-Marketing

Emergence of E-marketing, meaning and definition of e-marketing - meaning, definition and benefits of e-business - e-marketing's role in the business environment - environmental factors affecting e-marketing (legal, technical factors and market related factors). Strategic e-marketing- strategic planning - strategic objectives - e-business strategy - e-marketing strategy - business models and e-business models - Internet business models - e-business models at various levels of commitment. Performance metrics - the balanced scorecard - benefits and application of balanced scorecard to e-business and e-marketing.

### Books Recommended:

1. Philip Kotler & Gary Armstrong - Marketing Management - Prentice Hall of India Ltd., New Delhi.
2. Judy Strauss, Adel El-Ansary and Raymond Frost - E Marketing - Prentice Hall of India Ltd., New Delhi.
3. J.C.Gandhi - Marketing - A Managerial Introduction, Tata McGraw-Hill, Publishing Company Ltd., New Delhi.
4. B.S.Rathor and J.S.Rathor - International Marketing, Himalaya Publishing House, Mumbai.
5. S.L.Gupta and V.V.Ratna - Advertising and Sales Promotion Management, Sultan Chand, New Delhi.