Bharathiar University: Coimbatore - 641 046.

M.Phil / Ph.D Programme in Commerce (FT / PT)

Part I Syllabus [From October 2011 batch onwards]

Paper - I Research Methodology

Unit - I


Unit - II

Problem identification and selection – Review of literature - Research Design - meaning, need, features of good design - Different types of research design - Developing a research plan; Framing and testing of hypothesis.

Unit - III

Sampling design, Procedures, Types and Errors - Scaling techniques, rating scales – attitude scales- Likert, Thurstone and Guttman scales.

Unit - IV

Methods of data collection - primary and secondary data - Sources: Questionnaire, Interview, Observation, Mail and E-Mail Surveys - Pilot study and pre-testing – Internet Sources - Data base - Web sites available for data collection.

Unit - V

Analysis and Interpretation - Report Writing - Layout of the report - Types of report - Steps in writing the report - Evaluation of report

Note: The question paper shall cover 100% theory.

References:

1. Emory - Business Research Methods
4. Murdick - Business Research Concept and Practice
8. Bajabai- Business Research Methods
PART I - PAPER - II STATISTICAL ANALYSIS FOR BUSINESS RESEARCH

UNIT - I


UNIT - II

Correlation Analysis - simple, rank, Partial and Multiple Correlation – Auto Correlation - Regression analysis - Simple Linear Regression, Use of dummy variables.

UNIT - III

Testing of Hypothesis - Z Test – t Test - Chi-square Test - F Test and ANOVA.

UNIT - IV (Theory only)

Multivariate Analysis; Principal Component Analysis factor analysis discriminate analysis - Cluster Analysis and Path analysis.

UNIT - V

Non parametric statistics in Data analysis - The Sign test - Runs test - Mann - Whitney - U Test - Kruskal - Wallis Test - Time Series analysis.

NOTE: The Question paper shall cover 40% Theory & 60% Problem.

REFERENCES:

1. Levin and Rubin - Statistics for Management
2. S.P.Gupta - Statistical Methods
4 M.Manoharan - Statistical Methods
PART I - PAPER III – 1. MARKETING MANAGEMENT

UNIT - I

UNIT - II

UNIT - III
Marketing mix – Product mix – Branding & Packaging - Price Mix – Promotion Mix.

UNIT - IV
Place Mix – Physical Distribution- Channels of Distribution –Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.

UNIT - V

NOTE: The question paper shall cover 100% theory.

REFERENCES:
5. Gupta A.P, “Marketing of Agricultural Goods in India”.
PART I - PAPER III – 2. FINANCIAL MANAGEMENT

UNIT - I


UNIT - II


UNIT - III


UNIT - IV


UNIT - V


NOTE: The Question Paper shall cover 40% Theory and 60% problem.

REFERENCES:

1. Prasanna Chandra, “Financial Management”.
PART I - PAPER III – 3. CAPITAL MARKET ANALYSIS

UNIT - I


UNIT - II


UNIT - III

Risk and return – measurement - Valuation of bonds, Debentures, Preference Shares and Equity Shares – Mutual Funds.

UNIT - IV


UNIT - V


NOTE: Question Paper shall cover 50% Theory and 50% problem.

REFERENCES:

1. Prasanna Chandra, “Investment Management”
2. Francis Cherunilam, “Investment Management”
4. Dr. Preethi Singh, “Investment Management”
5. Dr. Avadhani, “Financial Markets and Institutions”

PART I - PAPER III - 4. BANKING AND FINANCIAL SERVICES

UNIT – I


UNIT – II


UNIT – III

Merchant Banking-Progress of Merchant Banking in India-Export Finance-Pre Shipment-post shipment Credit-RBI & Export Finance- Exim bank. Private Sector Banks v/s Public Sector Banks-Mergers and Acquisitions-Consolidation.

UNIT – IV

Priority Sector lending in Banks-Small Scale Industries & Tiny Sector-Functions of DICGC. Services of banks – Tele Banking Credit Card-ATM – Core Banking in India. Impact of Globalization on Banking Services.

UNIT – V


NOTE: The question paper shall cover 100% theory.

REFERENCES:

4. Vasanth Desai “Development Banking Issues and Options”
5. “Journal of the Indian Institute of Bankers” Special Issues
PART I - PAPER III – 5. INTERNATIONAL MARKETING

UNIT – I


UNIT – II


UNIT – III


UNIT – IV

Safeguards against Risks in Foreign Trade. Significance of Marine Insurance - ECGC – Air Cargoes- Special Features – Sources of Imports – Canalization of Imports through Public Sector Corporations.

UNIT - V

Foreign Exchange – Rate of Exchange – Foreign Exchanges Regulations in India – Authorized Dealers – Money Changers – Foreign Exchange dealings by Commercial Banks – Factors influencing Exchange Rate – Commercial Rate of Exchange – Cross Rate of Exchange.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Varshney “International Marketing”
3. Agarwal, “Export Methods”
5. Balagopal, “Export Marketing”
6. Chatterjee, “Principles of Foreign Exchange”.
7. Francis Cherunilam, “Export Trade”
PART I - PAPER III – 6. MANAGEMENT INFORMATION SYSTEM

UNIT - I
Management Concept – Information Concept- System Concept- Management Information System: Planning, Designing and Implementing MIS- Using Information Technology in MIS.

UNIT - II
Type of Information System- TPS, MSS, MRS, DSS, EIS, AI, ERP and Office Automation- Information System for Managerial Functions - Information System for Business: Production, Marketing, Finance, Accounting, Human Resources, Pay Roll and Inventory.

UNIT - III

UNIT - IV
Data Base - DBMS - Communication: Methods and Media - Telecommunication System – Network - Types of Network.

UNIT - V

NOTE: The question paper shall cover 100% theory.

REFERENCES:
3. Sadagopan “Management Information Systems”.
PART I - PAPER III – 7. ACCOUNTING AND TAXATION

UNIT - I
Accounting Concept - Convention and principles - Scope for Accounting Information - Users’ information needs – Inter relationship between Financial, Cost and Management Accounting.

UNIT - II

UNIT - III
Meaning & need for Human Resource Accounting - Objectives and Significance of Human Resource Accounting- Methods of Human Resources Accounting - Human Resources Accounting in India.

UNIT - IV
Basic Concept in Income tax – Income – Assessee - Previous year - Assessment year –Person - Residential Status – Scope of Total Income - Exempted Incomes - Computation of Income from Salary and House Property.

UNIT - V
Computation of Income from Business and Profession, Capital Gains and Income from other Sources - Deduction from Gross Total Income - Set off and Carry forwarded of losses – Computation of Total Income and Tax Liability.

NOTE: The Question Paper shall cover 40% theory and 60% problem.

REFERENCES:
3. Khan and Jain “Advanced Accounting”
5. Dr.Vinod K. Singania, “Tax Man”
PART I - PAPER III – 8. INSURANCE AND RISK MANAGEMENT

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

NOTE: The question paper shall cover 100% theory.

REFERENCES:
PART I - PAPER III - 9. HUMAN RESOURCE MANAGEMENT

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

Individual and Personality – Characteristics and Traits of Personality- Personality Development – Theories of Personality - Learning Importance and Types of Learning. Trade Unions and worker Satisfaction in Management.

UNIT - V


NOTE: The question paper shall cover 100% theory.

REFERENCES:

3. CB Memoria, “Industrial Relations”
4. Dale Yoder, “Personnel Management and Industrial Relations”
PART I - PAPER III – 10. ENTREPRENEURIAL DEVELOPMENT

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

NOTE: The question paper shall cover 100% theory.

REFERENCES: