

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

MASTER OF PHILOSOPHY – COMMERCE
For Affiliated Colleges (Full-Time) – CBCS

(Revised Effective from the academic year 2018-2019 and thereafter)

OBJECTIVES

To Provide Exposure to emerging issues in the area of Commerce

To Undertake Research Problems on the Contemporary Issues with Social Relevance

To Persuade to Undertake Independent Projects and Consultancy

Scheme of Examination (Revised)

Sl.No	Semester	Subject	Credits	Hours / Week
1.	I	Core I – Research and Teaching Methodology	4	4
2.	I	Core II – Contemporary Functional Management	4	4
3.	I	Project Oriented Elective Course (Theory) – Professional Competencies	4	4
4.	II	Dissertation and Viva - Voce	12	-
		Total	24	-

PAPER-I
RESEARCH AND TEACHING METHODOLOGY

L T P C
2 1 1 4

Objectives:

- To enable the students acquire knowledge on Research methods.
- To enable the students develop understanding of Research design.
- To enable the students apply their knowledge in carrying out research.
- To enable the students develop skills to undertake research in select areas.

Unit-I - Research Approach

(12 L)

Research Approach - Research process-problem Identification-Research Designs-Principles-sample Design – Experimental Designs.

Unit-II – Sampling

(12 L)

Sampling – Probability and Non- Probability sampling – Measurement and scaling – Scaling Techniques- multidimensional scaling – data collection – primary and secondary, data Preparation – Process: Editing,Coding,Classification,Tabualation.

Unit-III - Data analysis

(12 L)

Data analysis – Testing of Hypothesis- Statistical Inferences- Parametric tests- t- test, Z-test, F-test, ANOVA – one way – two way – MANOVA -paired sign test - Non-Parametric test – Chi-Square test – U test - H test - Sign test; Factor analysis - Discriminate analysis- Multiple Correlation – Multiple Regression- statistical packages- SPSS – AMOS – Lisrel, Mendeley.

Unit-IV - Interpretation and Report Writing

(12 L)

Interpretation and Report Writing - Steps in writing report, Layout of research Report – Types of Reports – mechanics of writing a research report – Ethics in report writing- Plagiarism

Unit-V – Methodology of Teaching

(12 L)

Teaching – Objectives of Teaching, Phases of Teaching – Teaching Methods: Lecture Method, Discussion Method, Discovery Learning, Inquiry, Problem Solving Method, Project Method, Seminar – Integrating ICT in Teaching: Individualized Instruction, Ways for Effective Presentation with Power Point – Documentation – Evaluation: Formative, Summative & Continuous and Comprehensive Evaluation – Later Adolescent Psychology: Meaning, Physical, Cognitive, Emotional, Social and Moral Development – Teaching Later Adolescents.

Total: 60 L

Question Papers shall consist of questions in the proportion 60% Theory 40% Problem.

References:

1. Research Methodology: Methods and Techniques, C.R.Kothari, Gaurav garg, New Age International Publishers.
2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition.2016.
3. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.2016.
4. Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., 2002. An introduction to Research Methodology, RBSA Publishers. 2015
5. Kothari, C.R., 1990. Research Methodology: Methods and Techniques. New Age International. 418p.2015.
6. Sampath,K.,Panneerselvam, A. & Santhanam, S. (1984). Introduction to educational technology. (2nd revised ed.). New Delhi: Sterling Publishers.
7. Sharma,S.R.(2003),Effective classroom teaching modern methods, tools &techniques,Jaipur:Mangal Deep.
8. Vedanayagam, E.G, (1989), Teaching technology for college teachers, New York: Sterling Publishers.

PAPER-II
CONTEMPORARY FUNCTIONAL MANAGEMENT

L T P C
4 0 0 4

Objectives:

- To enable the students acquire overall knowledge on functional management.
- To enable the students develop understanding of the components of functional management.
- To enable the students apply the acquired knowledge in solving the business issues.
- To enable the students develop skills in areas of functional management.

Unit-I - General Management (12 L)

General Management - Modern Management response to globalization-deregulated environment – paradigm shift in management principles- diversification and advance in Information Technology

Unit-II - Human Resources Management (HRM) (12 L)

Human Resources Management (HRM) - Managing diversity-Dual Career Management-Glass Ceiling- Quality of Work Life (QWL)-Outsourcing HR Activities-Ethical issues in HRM- Dimensions of E-HRM.

Unit-III - Financial Management (12 L)

Financial management- Portfolio Management- Determinants –Investors preferences-Efficient portfolios – Corporate Restructuring -Mergers and Acquisitions- Corporate governance.

Unit-IV - Marketing Management (12 L)

Marketing Management - Service Marketing- CRM- Ethics in Marketing- Social Marketing- E-Marketing- Global Marketing

Unit-V - Information Technology in Business (12 L)

Information Technology in Business - Business pressure- Organizational responses -IT Support at different Organizational levels- Telecommunication and Networks – Internet, Intranet and Extranet- Information System for the Enterprises (ERP).

Total: 60 L

References:

1. P.SubbuRao, Management Theory and practice; Himalaya Publishing House.2006.
2. K.Aswhappa, Human Resources Management Text and Cases; MC Graw Hill pvt Ltd.2015.
3. Bhabatosh Banerjee, Fundamentals of Financial Management; PHI learning pvt Ltd.2014
4. IM Pandey ,Financial Management,Vikas Publishing House pvt Ltd.2015.
5. Tejashree Patankar; Marketing Management; International Book House.2014.
6. Alexis Lean, Mathews Lean; Introduction to Information System; Tata MC Graw Hill pvt ltd.2014.

PAPER-III
PROFESSIONAL COMPETENCIES

L T P C
4 0 0 4

Objectives:

- To enable the students acquire overall knowledge on Professional Competencies.
- To enable the students develop understanding on Professional Competencies.
- To enable the students apply the acquired knowledge Professional Competencies
- To enable the students develop skills of Professional Competencies.
- To enable the students to compete in the professional competitive examination.

Unit-I - Teaching Aptitude (12 L)

Teaching Aptitude- Modern methods of Teaching- Multimedia tools- Games and simulation relevant to the area of specialization

Unit-II - General Awareness (12 L)

General Awareness - Knowledge on Contemporary economic, social and Business issues- Reports on Industry and Trade analysis- People and Environment- Pollution and its impact on human life.

Unit-III – Communication (12 L)

Communication - Nature- Characteristics- types, barriers and effective classroom communication- Time Dynamics- visuals to improve verbs – Arts of Writing – Non verbal communication – word processing stations – Teleconferencing.

Unit-IV - Information Communication and Technology (12 L)

Information Communication and Technology - Concepts, advantages, disadvantages- using web as a tool of updating knowledge- Competency to download and save, ability to follow the right link.

Unit-V - Reasoning Aptitude (12 L)

Reasoning Aptitude - Number Series, letter series, codes; Relationships, Classification, understanding the structure of arguments- evaluating and distinguishing deductive, inductive reasoning.

Total: 60 L

References:

1. Arun Sharma, General Studies paper – II for civil services preliminary examination, McGraw Hill Education (india) Private Limited, New Delhi, 2016.
2. IBPS – Bank PO/MT/SO, CWA – VI , kiran institute of career excellence Pvt.Ltd., Delhi,2016.
3. Group –I, General Studies, sakthi’s publishing house, Chennai, 2017.
4. P.Subba Rao, Business Communication, Cengage learning India Pvt.Ltd.2012.
5. Mallika Nawal, Business Communication, , Cengage learning India Pvt.Ltd.2012