SCHEME AND COURSES OF READING FOR MASTER OF PHILOSOPHY, COMMERCE (M.Phil)
W.E.F 2017-18

COURSE STRUCTURE
There will be Eight Questions in All. The Candidate has to attempt four questions in all, selecting one question from each unit. The question paper will have four Units. The paper setter is required to set two questions from each unit. Each Question shall carry 25 Marks.

Course-I RESEARCH METHODOLOGY
There will be Eight Questions in All. The Candidate has to attempt four questions in all, selecting one question from each unit. The question paper will have four Units. The paper setter is required to set two questions from each unit. Each Question shall carry 25 Marks.

Max. Marks 100
Mini. Pass Marks 45       Time allowed 3 Hrs.

The objective of this course is to make the students conversant with the basic ingredients of Research Methodology, so as to enable them to formulate the research problems and plan a survey to investigate into different dimensions of the problems.

Unit I: Introduction of Research: Meaning, characteristics, objectives, nature, scope, significance, limitations, role of research in decision making, types, criteria of good research and ethics in research; The research process -- steps in research process; Defining the research problem—problem defining process, consideration in selecting a research problem; Research design—definition, Types, components and significance. Review of literature—objectives, significance, planning literature review strategy, literature resources available, quality of sources.

Research Design; Need for Research Design; Features of Good Design; Different- Research Design.

Unit II: Data collection and processing: Primary data – types of primary data collection methods survey, observation, case study and Questionnaire—types, guidelines for preparing questionnaire, steps in designing the questionnaire, essential of good questionnaire and difference between schedule and questionnaire; secondary data—advantages, disadvantages, criteria for evaluating secondary data, secondary in Indian context; Processing and presentation of data—editing, coding, classification, tabulation, and presentation by way of diagrams and graph. Sampling methods -- probability and non-probability, determination of sample size, sampling errors and non-sampling errors.

Unit III: Concept of attitude, measurement and scaling; Types of scales- nominal, ordinal, interval and ratio scales, various types of scaling techniques, criteria of good measurement. Univariate and Bivariate data analysis and interpretation. Meaning of Interpretation, Techniques of Interpretation. Hypothesis -- meaning, characteristic, sources, hypothesis testing procedure, Type-I and Type- II errors, Application of mean, dispersion, skewness, kurtosis, Correlation and regression in research; Application of Parametric and non-parametric tests in research.

Unit IV: Multivariate Analysis and Report Writing: Multiple regression analysis; Factor analysis; Discriminate analysis; Conjoint analysis; Cluster analysis; Report writing—importance, quality of good report, types of reports, format of report, references, bibliography; Ethic and related issues in research and plagiarism.
References

7. Thesis and Assignment writing
8. Research Model for measurement by David and Andrich, sage publication India Pvt. Ltd. New Delhi.
10. Psychological testing by Annastase.
Course 2.1 ORGANISATIONAL BEHAVIOUR AND RESEARCH

NOTE: There will be Eight Questions in All. The Candidate has to attempt four questions in all, selecting one question from each unit. The question paper will have four Units. The paper setter is required to set two questions from each unit. Each Question shall carry 25 Marks.

Max. Marks 100 Time allowed 3 hours
Mini. Pass marks 45

UNIT-I

UNIT – II:

UNIT – III:

UNIT – IV:

Books for reference
Course 2.2  FINANCIAL AND INVESTMENT MANAGEMENT

NOTE: There will be Eight Questions in All. The Candidate has to attempt four questions in all, selecting one question from each unit. The question paper will have four Units. The paper setter is required to set two questions from each unit. Each Question shall carry 25 Marks.

Max. Marks 100  
Time allowed 3 hours

Mini. Pass marks 45

UNIT-I FINANCIAL MANAGEMENT
2. Capital structure; determinants: Leverages-Financial, operating and combined, theories of optimal capital structure.
3. Financing of long term requirements including lease financing.

UNIT-II MANAGEMENT OF WORKING CAPITAL
1. Management of working capital-concept, its need and factors influencing working capital, Models of cash, receivables and inventory management. Financing of short term requirements.
2. Capital budgeting under risk and uncertainty, risk concept; measure of risk standard deviation and coefficient of variations, technique of appraisal under risk and uncertainty.

UNIT-III INVESTMENT MANAGEMENT
1. Nature and scope of investment management; Organization and structure of the security markets in India.
4. Need and the process of portfolio evaluation.

UNIT-IV FINANCIAL MARKETS AND INSTITUTIONS
1. Evolution and role of financial institutions in India, structure of financial markets: money market and capital market.
3. Management of primary and secondary Research by the commercial banks
4. Types of loans: Loans and advance to priority sector and differential interest rates, loan policy items and factors affecting credit.
5. Meaning of development banking, Genesis, History, objects and scope of special financial institutions with reference to India.

References:
Course 2.3 STRATEGIC MARKETING MANAGEMENT

NOTE: There will be Eight Questions in All. The Candidate has to attempt four questions in all, selecting one question from each unit. The question paper will have four Units. The paper setter is required to set two questions from each unit. Each Question shall carry 25 Marks.
Max. Marks  100       Time allowed  3 hours
Mini. Pass marks  45

Unit-I Strategic Marketing Concept and Analysis:

Approaches to competitor analysis; Evaluating competitive relationships and analysing how organizations compete, Identifying competitors’ objectives, Identifying and evaluating competitors’ strengths and weaknesses, Identifying competitors’ likely response profiles, The competitive information system (CIS), Approaches to customer analysis; A simple model of buyer behaviour, Factors influencing consumer behaviour, The buying decision process, Organizational buying behaviour, The influence of the product on marketing strategy

Unit-II Strategic Direction and Strategy Formulation:
Mission and Objectives; The purpose of planning, Establishing the corporate mission, Influences on objectives and strategy, Guidelines for establishing objectives and setting goals and targets, The development of strategies, Structural, market and environmental analysis; Analysing the environment, The nature of the marketing environment, The evolution of environmental analysis, The political, economic, social and technological environments, Approaches to environmental analysis and scanning.

Market Segmentation, targeting and positioning; The nature and purpose of segmentation, Approaches to segmenting markets, Factors affecting the feasibility of segmentation, Approaches to segmentation, Basis for segmentation, Geographic and geodemographic techniques, Demographic segmentation, Behavioural segmentation, Psychographic and lifestyle segmentation, Approaches to segmenting industrial markets, Market targeting, Deciding on the breadth of market coverage, Product positioning.

Unit-III Strategic Choice:

**Product and new product strategies;** What is a product?, The dimensions of product policy, Brand Strategies, The development of new products, The new product development process, Reasons for new product failure, Lessons from new product success, Organizing for new product development, The R&D and marketing interface, **Pricing policies and strategies;** The role and significance of price, Approaches to price setting, Deciding on the pricing objectives, Methods of pricing, Using price as a tactical weapon, The behaviour of costs over time, The principles of offensive pricing, How does British industry price?.

**The promotional plan;** The advertising plan, Sales promotion, Public relations, Planning personal selling, **The distribution plan;** Channel management, Logistics.

Unit-IV Strategic Evaluation, Implementation and Control:

**Criteria of choice;** Financial criteria, Non- financial criteria, Multiple criteria, **Modelling approaches-1;** Cost-volume-profit analysis, Investment appraisal, **Modelling approaches-2;** Allowing for risk and uncertainty, Matrix models, The marketing performance assessment model, Some other approaches to modeling.

**Problem to overcome;** Introduction to control, Pressures, Problems of marketing feedback, Information adequacy, Cost problems, Marketing orientation, Planning orientation, Organisational issues,

**Management control-1;** Basic control concepts, Responsibility accounting, Approaches to control, Some behavioural factors, **Management control-2;** Controls, Taking corrective action, Management reports

References:

COURSE 2.4  PERSONNEL MANAGEMENT

NOTE: There will be Eight Questions in All. The Candidate has to attempt four questions in all, selecting one question from each unit. The question paper will have four Units. The paper setter is required to set two questions from each unit. Each Question shall carry 25 Marks.
Max. Marks 100       Time allowed 3 hours
Mini. Pass marks 45

UNIT-I
Learning:
Characteristics of learning theories, learning principles, motivation and learning, individual differences in learning, importance of learning.
Training for operative personnel:
Programme: Meaning and significance of training, objective of training Programme, steps in training Programme.
Types of training and methods of training. Selection of training methods evolving a training Programme, Managerial and supervisory training. Some problems in training supervisors.
Advancement of Promotion: Meaning, promotion Methods, Merits Vs Seniority. Promotion of Executive.
Appraisal Development Programme, Meaning and importance, objective and methods, Employee Participation in Appraisal Programme. Management by objectives Merit rating.

UNIT-II
Meaning and significance of Industrial relations, Factors determining industrial relations, significance of I.R. Rise and growth of I.R.
Trade Unionism, Objectives of Trade Unions, Trade unions and wage policy, Essentials of strong and successful trade unions. Trade Union movement in India and other countries- USA, GERMANY, ENGLAND, JAPAN.
Industrial disputes prevention and settlement of Industrial disputes (ID) Meaning of ID, causes of ID, impact of ID on production and industrial development, forms of industrial disputes, strikes, Gherao, Lockouts etc. Prevention and settlement of Industrial disputes, legislation and other measures.

UNIT-III
Collective Bargaining
Workers participation movement in India, objective, methods and essentials of workers participation movement in management, Joint management councils, progress and working of JMC in India and future prospects.
Labour welfare and social work, aims of labour welfare labour welfare in India.
International Labour Organisations in India (ILO), its early history and aims, DLO India.

UNIT-IV
Labour Legislation In India (In Brief)
Trade Union Act 1926.
The Payment of Bonus Act. 1956.

Reference
1. Dr. Bhagoliwal T.N. Economics of Labour and social welfare
4. Singh V.B., Industrial peace in India.
5. Tandon B.K., Collective Bargaining and Industrial scene.
10. Abraham K. Koman: Industrial and organisation psychology.