15COM701  RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS  3 1 0 4

Objective: To create an understanding of the importance of research methodology and its practical applications for research outcome.

Unit 1

Unit 2

Unit 3
Pre testing – Pilot Study – Data processing : Meaning, Steps - Analysis of data – Interpretation of data through SPSS – Correlation – Partial and multiple – Regression – Partial and Multiple - Time series analysis (Problem and Theory).

Unit 4
Hypothesis – Concept, steps, sources – testing of hypothesis – Chi – Square test, ‘t’ test, ‘z’ test , ‘F’ test and ANOVA - One way and two way classification (Problem and Theory).

Unit 5
Note: Theory 60% and Problem 40%

TEXTBOOKS RECOMMENDED:
1. Research Methodology – Dr. P. Ravilochanan – Margham Publications, Chennai
4. Thesis and assignment writing by Anderson J. Berry. H.D. & Poole, M.

15COM702  ADVANCED STUDIES IN COMMERCE  3 1 0 4

Objective: To provide an insight into the essence of financial management, human resource management, marketing and co operative management and financial markets.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS RECOMMENDED:
1. S. N. Maheswari, Financial Management, Sultan Chand
2. Dwivedi R. S., Human Behaviour and Organisational & IBH
4. R. S. N. Pillai and Pagavathy, Modern Marketing S Chand sons
5. V. A. Avidhani, Marketing of Financial Services
**Objective**: Main aim of the course is to enable the students to be conversant with the main areas of financial institutions and services.

**Unit 1**

**Unit 2**

**Unit 3**
Unit Trust of India – Objectives – Functions – Various schemes of UTI – Role of UTI in industrial finance.

**Unit 4**
Mutual Funds – Concept – Performance appraisal – regulation of mutual funds (with special reference to SEBI guidelines) – Designing and marketing of mutual funds schemes – Latest mutual fund schemes in India – an overview.

**Unit 5**
Foreign Investments – Types – Trends – Implications – Regulatory framework for foreign investments in India.

**TEXTBOOKS RECOMMENDED:**

**15COM732**
**ENTREPRENEURSHIP**

**Objective**: To give an overview of the regulatory functions and practical applications of Entrepreneurial Development.

**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**
Marketing Channels: Concept of marketing channel – Significance of channel – Need and functions – Channel design – Strategy and choice of channel – Selecting channel members – Setting quality standards – Recruitment strategies.

**Unit 5**
Entrepreneurial Development Programmes: Concept of entrepreneurial development – Need for training and development – Phases of entrepreneurial development programme – Contents of training programme for ED – Target group – Special agencies and schemes – Institutions conducting EDPS – Problems in Institutional framework – Evaluating EDPS.

**TEXTBOOKS RECOMMENDED:**

**15COM733**
**FINANCIAL MANAGEMENT**

**Objective**: The intention of this course is to comprehend the subject matter of financial management and its applications in various financial domains.

**Unit 1**
Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS RECOMMENDED:

15COM735 HUMAN RESOURCES MANAGEMENT

Objective: To provide a reasonable exposure in the matters relating to human resource management and an insight into human behaviours.

Unit 1
Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

Unit 2
Manpower Planning – Concept, organization and practices, manpower planning techniques – short term and long term planning.

Unit 3

Unit 4
Training and development – Need and Importance – Assessment of training needs – Training and development and various categories of personnel – Career planning and development – Career counseling, promotions and transfers – Retirement and other separation processes.

Unit 5

TEXTBOOKS RECOMMENDED:

15COM735 INTERNATIONAL BUSINESS

Objective: This course provides the students an understanding of International environment and its research application in foreign trade and marketing.

Unit 1
SYLLABUS

M. Phil. in Commerce and Management

2015 admissions

Unit 1


Unit 3


Unit 4


Unit 5


TEXTBOOKS RECOMMENDED:
1. International Business Text and Cases by Dr. P. Subba Rao, Himalaya Publishing House, Delhi.

15COM736 MARKETING MANAGEMENT 3 1 0 4

Unit 1 Basics of Marketing
Definition of Marketing and Marketing Management; Nature and scope of marketing; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning; marketing planning process; Sales planning and control, sales forecasting and policy making.

Unit 2 Buying behaviour
Need for studying consumer behaviour, consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behaviour, the Nicosiamodel, the Engel-Kollat–Blackwell model; Consumer behaviour and perception, learning, personality, attitude, motivation; Social influence on consumer buying behaviour – groups, types of groups relevant to consumer behaviour; Industrial buying behaviour.

Unit 3 Marketing Segmentation and Marketing Strategies
Segmentation basis, selection of segments, segmentation strategies, targeting and positioning; Marketing mix for product and services; 5 M’s of Advertising, 6 C’s of Distribution Channel; Marketing information system; Marketing strategy: product life cycle strategies, new product development and strategies.

Unit 4 Physical Distribution
Channels of Distribution – Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.

Unit 5 Marketing Research
Application of marketing research, research process, research design, research tools, research analysis – factor analysis, cluster analysis, conjoint analysis, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research.

TEXTBOOKS RECOMMENDED:
12. Aakar, Kumar, Day, 'Marketing Research', Wiley India (P) Ltd., New Delhi.
M.Phil. scholars are guided to organize, communicate and publish research results to both expert and lay audiences, in a logical and professional manner. The Dissertation/ Thesis writing will train the research postgraduates to develop sound research skills, to acquire the latest theoretical knowledge and become critical thinkers in their chosen fields of study, and to conduct enquiries in their areas of specialization in a professional, expert and ethical manner.

15COM797 VIVA-VOCE 5 cr

The viva-voce will prove the originality, credibility and authenticity of the research thesis. The verbal counterpart of thesis is a determinant of high standards and merits of the thesis, based on which the M.Phil. degree will be awarded to the Scholar. It will also test the verbal defence skills of the Scholar.

15CUL501 CULTURAL EDUCATION 2 0 0 P/F

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma’s nectarous words of wisdom and acts of love are our guiding principles. Amma’s philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master
12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:
1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma’s Heart
3. Swami Ramakrishnanda Puri - Rising Along the Razor’s Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnanda Puri - Ultimate Success
7. Swami Jnanamritananda Puri - Upadesamritham (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurlock - Personality Development, Tata McGraw Hill
12. Swami Jagataatmananda - Learn to Live (Vol. 1 and 2), RK Ashram, Mylapore