



**MEENAKSHI COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**DEPARTMENT OF COMMERCE**

**M.PHIL COMMERCE – SYLLABUS**

**(APPLICABLE FROM ACADEMIC YEAR 2013 ONWARDS)**

## **AUTONOMY: A CALL TO GREATER EXCELLENCE AND SERVICE**

### **1. OBJECTIVES**

The autonomous status will help the college attain its academic and social objectives successfully. Every effort will be taken to:

- (1) Encourage students to think clearly, critically and creatively and to express themselves effectively.
- (2) Bring out the best in every student, by individualizing the teaching – learning process as far as possible and to help use her talents for personal growth and common welfare.
- (3) Stimulate the students' social awareness through the teaching, suitable exposure and also help to inculcate a sense of responsibility and commitment.
- (4) Enhance the employability of graduate and post graduate students by providing them with knowledge and skills relevant to local and national needs.

### **2. CURRICULUM DESIGN**

The curriculum has been suitably designed to meet the challenging needs of the society. At the M.Phil level (full time course), the curriculum is for one year consisting of two semesters. At the end of the I Semester, the students appear for three written papers – two main papers and one elective paper. The II Semester consists of Dissertation submission and Viva Voce. The duration of a semester is 90 working days.

### **3. TEACHING METHODS**

Besides formal lectures, there will be assignments, guided library work, seminars, group discussions, and tests. Dissertation work will be compulsory for all M.Phil students. The project supervisor will conduct 5 reviews periodically to guide and check the subject area, pace of work, source materials, progress of work and completion. A *viva voce* will be conducted on the submission of the dissertation. The dissertation should be submitted at the end of the II Semester before the date set for submission.

### **4. EXAMINATIONS**

The question paper pattern for the M.Phil course will be as follows:

5 questions to be answered in all (each question with internal choice)

Each pair of questions to be set from each of the five units in the syllabus

### **5. EVALUATION**

- (1) There will be double evaluation for the M.Phil I Semester papers. The external examiner and the question paper setters will be chosen confidentially. After valuation by the external examiner, the papers will be valued internally by the Faculty who have handled

the paper and the result will be passed by way of a meeting of the Evaluation Board consisting of:

1. The Head of the Department
2. External examiner who corrects the answer scripts
3. The teacher who taught the concerned subject and who did the second valuation.

The following procedure is followed:

(1) For the purpose of valuation of answer scripts a scheme of valuation will be prepared by the teacher in charge, who will take up the work on the day of examination.

(2) Revaluation is allowed if necessary

**Passing minimum for M.Phil:**

Internal 50%

External 50%

Aggregate 55%

**The internal assessment will be made in the following pattern:**  
(out of 100)

Attendance	25
Assignment	10
Mid semester & Model	30
Tests	25
Conduct	10
Total	100

**Classification: (M.Phil)**

Distinction	75 and above
First class	60 and above, below 75
Second class	55 and above, below 60

**M.Phil – LIST OF SUBJECTS (From Batch 2013-2014 onwards)**

**I SEMESTER**

<b>CODE</b>	<b>SUBJECT TITLE</b>
<b>CORE PAPERS (2)</b>	
MPhICM1	RESEARCH METHODS FOR BUSINESS
MPhICM2	HUMAN RESOURCE DEVELOPMENT
<b>ELECTIVE PAPERS (1)</b>	
MPhICMSM	SERVICES MARKETING
MPhICMGM	GREEN MANAGEMENT
MPhICMCB	CONSUMER BEHAVIOUR
MPhICMFM	FINANCIAL MANAGEMENT

**II SEMESTER**

<b>CODE</b>	<b>SUBJECT TITLE</b>
MPhICMPR	PROJECT DISSERTATION
MPhICMPV	PROJECT VIVA-VOCE

**TOTAL CREDITS FOR M.PHIL COURSE**

	<b>CREDITS</b>
PAPER I	6
PAPER II	6
PAPER III	6
DISSERTATION	10
VIVA	10
<b>TOTAL</b>	<b>38</b>

**RESEARCH METHODS FOR BUSINESS**  
**SUB CODE: MphICM1**

**UNIT I**

**Introduction to research**

Research – meaning, objectives and purpose - characteristics of good research - essentials and limitations of scientific research in business - types of research: Exploratory Vs Formal research, Descriptive Vs Analytical research, Conceptual Vs Empirical research.

**UNIT II**

**Business Research Design**

Business research design – components of research design- need for research design-types- exploratory design- descriptive design- diagnostic design and experimental design.

**UNIT III**

**Review of Literature**

Sources of review of literature-need and purpose- presentation of review of literature - hypothesis - meaning of hypothesis - sources of hypothesis - characteristics and functions of good hypothesis basic concepts in testing of hypothesis and errors in testing.

**UNIT IV**

**Collection of Data**

Principles and methods of collection of data - primary and secondary data - construction of questionnaire or schedule - characteristics of good questionnaire- sampling-sample size - sampling methods and their applications

**UNIT V**

**Data analysis**

Construction of tables - Processing and analysis of data – Correlation – Regression – Factor Analysis – Cluster Analysis (Simple Problems Only) – Use of SPSS (Basics only) - report writing.

**Books for reference**

1. William C. Emory, Business Research Methods, R.D. Irwin Inc
2. Robert G. Murdick, Business Research: Concepts and Practice, International Text Book Company
3. Claus Moser & Graham Kalton, Survey Methods in Social Investigation, Gower Publishing Co
4. David Kaplan, The Sage Hand book of Quantitative Methodology, Sage Publications
5. Anderson J. Berry H.D. & Poole M., 'Thesis and Assignment Writing', Wiley Eastern Limited
7. Uma Sekaran, Research Methods for Managers: A Skill Building Approach, John Wiley and Sons

**HUMAN RESOURCE MANAGEMENT**  
**SUB CODE: MphlCM2**

**UNIT I**

**Human Resource Management**

Human Resource Management-Definition – Scope – Objectives - Functions of HRM system - Competencies of HR Managers - Qualities and Responsibilities of HR Manager - Recent Scenario of HRM in India.

**UNIT II**

**Human Resource Planning**

Human Resource Planning-Definition-Steps involved in Human Resource Planning-Recruitment-Selection-Maintenance of Human Resources.

**UNIT III**

**Performance Appraisal and Potential Appraisal**

Performance Appraisal and Potential Appraisal-Concept - Objectives - Process-Methods of Performance Appraisal- Essentials of a good Performance Appraisal system- Types - Performance Appraisal in future organization- Potential Appraisal-Model of organizational excellence.

**UNIT IV**

**Quality of Work Life (QWL)**

Quality of Work Life (QWL)-Nature and Concept -Definition - Objectives -Importance - Increasing Quality of Work Life-Ways to increase Quality of Work Life-Determinants of Quality of Work Life-Case situation and case study with reference to Quality of Work Life balance among women employees (Formal/Informal sectors) –Stress – causes – stress busters.

**UNIT V**

**HRD Audit**

HRD Audit-Concept - Definition - Objectives and Purposes -Methodology - Role of HRD Audit-Structure of HRD Audit report-Concept of HRD Scorecard- Importance of HRD audit.

**Books for reference**

1. Tapomoy Deb - Human Resource Development Theory &Practice
2. David A.Decenzo Stephen P. Robbins - Human Resource Management
3. Lloyd L.Byars, Leslie W.Rue - Human Resource Management
4. De Cenzo & Robbins, Personnel Human Resources Management, Prentice Hall of India
5. Werther & Davis, Human Resources and Personnel Management, McGraw Hill
6. Cascio, Managing Human Resources Productivity, Quality of Work Life, Profits, McGraw Hill
7. TV. Rao, Readings in Human Resource Development, Oxford and IBH
8. Neil Anderson, Fundamentals of HRM, Sage Publications
9. R.S. Dwivedi, Manpower Management, Prentice Hall of India

**SERVICES MARKETING**  
**SUBJECT CODE: MPhICMSM**

**UNIT I**

**Role of Services in economy**

Introduction -Goods and Services - Distinctive Characteristics of Services- Classifying Services - Emergence of E-Service -Service Revolution and Change in Perspective.

**UNIT II**

**Issues in Marketing of Services**

Introduction – Service Product or Package – Pricing – Place – Promotion – People – Physical Evidence – Process Management

**UNIT III**

**Consumer Decision Process and Ethical Issues**

Introduction – Consumer Decision Process – Expectancy Disconfirmation Model – Perceived Control Perspective

**UNIT IV**

**Customer Satisfaction and Service Quality**

Introduction – Customer Satisfaction – Measurement of Customer Satisfaction – Customer Satisfaction Ratings – Customer Satisfaction Model – Customer Retention – Customer Expectations – Factors Influencing Expected Service - Service Quality – Failure Gaps in Service Quality – Service Quality Information System.

**UNIT V**

**Financial Services**

Introduction – Growth of Financial Services – Pricing – Selling Financial Services – Promotion and Advertising – Insurance, Financial Intermediation and Portfolio Management

**Books recommended:**

1. Services Marketing – R. Srinivasan
2. Services Marketing – Ravi Shanker
3. The Practice of Management – Peter F Drucker
4. Consumer Promotions in Services Marketing – Christopher H Lovelock and John A Quelch

**GREEN MANAGEMENT**  
**SUBJECT CODE: MPhICMGM**

**UNIT I**

Corporate responsibility for environmental problems – defining greenness in companies – five stage model for corporate environmental responsibility – financial reasons for going green.

**UNIT II**

Environmental Management System (EMS) definition – elements of EMS – benefits of EMS – conditions essential for effective implementation of EMS – reasons for certification of EMS – barriers to EMS adoption.

**UNIT III**

Sustainable development and sustainable industrialization – principles of sustainable industrialization – the sustainable development journey – steps required to manage an enterprise according to sustainable development principles – Business Charter for sustainable development.

**UNIT IV**

Industrial ecology – meaning, goals and key concepts – industrial symbiosis at Kalundborg, Denmark – lessons learnt - life cycle analysis – cradle to cradle concept of industrial design – environmental certifications.

**UNIT V**

Environmental management accounting – environmental auditing – environmental impact assessment – environmental marketing.

**Books Recommended:**

1. Green Management – Theory & Applications. Karpagam M and Geetha Jaikumar, Ane Books Pvt. Ltd.
2. Environmental Economics – Karpagam M, Sterling Publishers



**M.PHIL COMMERCE – ELECTIVE PAPER  
FINANCIAL MANAGEMENT  
SUBJECT CODE: MPhICMFM**

**UNIT I**

Meaning of financial management - scope - goals - key activities - emerging role of finance manager in India.

**UNIT II**

Sources of long term financing - retained earnings - equity capital - preference capital - debenture capital - term loans - raising of finance - long term and short term.

**UNIT III**

Capital Structure – Theories - Net Income Approach - MM Approach and traditional approach - cost of capital - methods of computing cost of capital.

**UNIT IV**

Dividend policy and share valuation - traditional position - Walter Model - Gordon Model - Miller and Modigliani position - radical position.

**UNIT V**

Financial planning and forecasting - steps in financial planning - estimating financial requirements – capitalization - overcapitalisation Vs undercapitalization - limitations of financial planning.

**Books for reference**

1. Brealey & Myers, Principles of Corporate Finance, McGraw Hill
2. Weston & Brigham, Managerial Finance, Holt Rinehart
3. Schall & Haley, Financial Management, McGraw Hill
4. I.M. Pandey, Financial Management, Vikas Publishers
5. Stephen Archer, Financial Management, John Wiley
6. Babatosh Banerjee, Financial Policy and Management Accounting, World Press
7. Damodaran, Corporate Finance – Theory and Practice, John Wiley & Sons, Singapore

**M.PHIL COMMERCE – ELECTIVE PAPER  
CONSUMER BEHAVIOUR  
SUBJECT CODE: MPhICMCB**

**UNIT I**

Consumer Behaviour: nature, scope and importance - types of consumers and their role - consumer behaviour and marketing concept - changing profile of Indian consumers and impact of technology - conducting consumer research – overview of process, complexities and issues.

**UNIT II**

Consumer Decision Making Process - Buying Motives - Buying Roles - Consumer Buying Process - Levels of Consumer Decision Making.

**UNIT III**

Individual differences in consumers: Needs and motivation; Perception; Attitude and attitude change; - characteristics, components and functions of attitude - attitude theories - personality and consumer behaviour.

**UNIT IV**

Socio-cultural determinants of consumer behaviour - culture and sub-culture - Cross-cultural dimensions of consumer behavior - reference groups and their influence - family and household influence on consumer buying behaviour – opinion leaders - social class in India – features and measurement of social class.

**UNIT V**

Models of consumer behaviour - an overview of contemporary models – Economic Model – Learning Model and Learning Theories – Sociological Model – Howard Sheath Model of Buying Behaviour – Nicosia Model..

**Suggested Readings:**

1. Schiffman, L.G. and L.L.Kanuk, Consumer Behaviour, Prentice Hall.
2. Engel, J.F., Roser D. Blackwell and Paul W. Miniard, Consumer Behaviour, Cengage Learning.
3. Peter, J. Paul, and Jerry C. Olson, Consumer Behaviour and Marketing Strategy, McGraw Hill.
4. Assael, H., Consumer Behaviour and Marketing Action; Cengage Learning.
5. Hawkins, Dal I., Roger J. Best and Kenneth A. Coney, Consumer Behaviour Implication for Marketing Strategy, McGraw Hill.
6. Hawkins, Del I, Mothersbaugh, David L, Mookerjee A, Consumer Behaviour: Building Marketing Strategy, McGraw Hill, Indian Edition.
7. Natarajan, L., Consumer Behaviour, Margham Publications.