

ST. XAVIER'S COLLEGE (AUTONOMOUS)

PALAYAMKOTTAI – 627 002, TAMIL NADU

(Recognized as College with Potential for Excellence by UGC)

(Re-accredited by NAAC with “A” Grade with a CGPA of 3.50)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

MPHIL SYLLABUS

DEPARTMENT OF COMMERCE



Choice Based Credit System (CBCS)

(w.e.f. June 2018-19)

M. Phil Course Pattern

Sem.	Paper	Course Code	Subject	Class hours	Credits
I	Core 1	18MPC 11	Research Methodology and Computer Aided Data Analysis	6	5
	Core 2	18MPC 12	Advanced Functional Management	6	5
	Elective	18MPCE 11	Economic Reforms in India	6	5
Sub-total				18	15
II		18MPC 21	Dissertation & Viva	6	9
Sub-total				6	9
Grand Total				24	24

- ❖ **The teaching practice will be given to the students in the first and second semester in order to gain the teaching skills. It is mandatory and it will be considered as one of the components of the Continuous Internal Assessment.**

RESEARCH METHODS AND COMPUTER AIDED DATA ANALYSIS

(SUBJECT CODE: 18 MPC 11)

SEMESTER-I

CORE

HOURS-6

CREDITS — 5

Course outcomes: At the end of the course the students will be able to

1. familiarize with the research methods
2. identify the research problem and prepare the research design
3. develop hypotheses based on the nature of the research problem
4. apply the statistical tools with the help of SPSS

UNIT I

Definition of research- methods and techniques of research-sources and collection of data-identification of research problem-hypothesis-research design-sampling design

UNIT II

Introduction to SPSS-SPSS environment-Tool bar menus-dialogue boxes for statistical procedures-preparation of data files-defining variables-entering data

UNIT III

Data screening and transformation-assessing the normality-variables transformation-data transformation – Discriptive statistics- measures of central tendency and variability-correlation – assumption testing.

UNIT IV

t test-ANOVA-One way and two way analysis-non-parametric techniques-chi-square test

UNIT V

Writing thesis-general format – page and chapter format-use of quotations, footnotes-tables and figures-referencing-appendixes.

REFERENCE BOOKS

1. Research methodology, C.R.Kothari, Wilen Eastern Ltd, New Delhi
2. Sceintific Social Surveys and Reserch, Pauline V.Young, Prentice Hall of India Pvt.Ltd. New Delhi
3. Thesis and Assignment Writing, Anderson, Durston, Pool Willey Eastern Ltd, New Delhi
4. SPSS for Windows 13.0, Sheridan J. Coakes, Lyndal Steed and Peta Dzidic, Willen India(P) Ltd, New Delhi.

ADVANCED FUNCTIONAL MANAGEMENT

(SUBJECT CODE: 18 MPC 12)

SEMESTER-I

CORE

HOURS-6

CREDITS — 5

Course outcomes: At the end of the course the students will be able to

1. get knowledge in all the functional areas of Management
2. get adequate skill in the application of ICT
3. get an opportunity to identify the research problem in the areas of management

UNIT I Entrepreneurial Management

Entrepreneurship development programmes(EDPs)- Rural Entrepreneurship- Women entrepreneurship- Factors influencing the growth of entrepreneurship- Entrepreneurial motivation-Entrepreneurial competencies-Institutional support to entrepreneurs

UNIT II Marketing Management

Marketing environment-Management of pricing-Market segmentation- Product Identification-personal selling-advertising-sales promotion-management of Buyers' Behaviour

UNIT III Financial Management

Financial Planning- sources of finance-capital structure-working capital management-capital budgeting- Analysis and interpretations of financial statement-Accounting ratios-investment of port folio management

UNIT IV Human Resource Management

HRM in a dynamic environment-personnel policies-staffing -recruitment-selection-placement-promotion-performance appraisal-employee morale-impact of globalization on HRD.

UNIT V Information and Communication Technology Management

ICT Management- technology and innovation management information technology and organizations- Managing ICT –Frame work for effective technology-ICT resource management.

REFERENCE BOOKS

1. Entrepreneurial Development, S.S.Khanka
2. Marketing management, Philip Kotler
3. Human Resource Management, Jothi, P, D.N.Venkatesh
4. Personnel Management, Memoria, C.B

ECONOMIC REFORMS IN INDIA

(SUBJECT CODE: 18 MPC 13)

SEMESTER-I

CORE

HOURS-6

CREDITS — 5

Course outcomes: At the end of the course the students will be able to

1. familiarize with Fiscal Monetary Policies
2. understand the economic reforms in India
3. acquire knowledge about the banking sector reforms
4. understand the working of Insurance Development and Regularity Authority(IRDA)
5. familiarize with capital market reforms

UNIT I Public Finance

Meaning and definition of finance-central and state financial relations-finance of central and state governments-fiscal and monetary policies-problems related to fiscal and monetary policies-finance commission- State and union budget

UNIT II Economic Reforms

Rationale of internal and external reforms- Liberalisation-Privatisation and Globalisations(LPG)-World Trade Organisation, Multinational Corporation(MNCs)-Foreign Direct Investment(FDI)

UNIT III Banking Sector Reforms

Cash Reserve Ratio (CRR)- Statutory Liquidity Ratio(SLR)-Non-Performing Assets(NPA)-Interest Rate Policy- Challenges of Indian Banks-Basel II,III norms-Risk Management-Financial inclusion

UNIT IV Insurance Sector Reforms

Working of Insurance Development and Regulatory Authority (IRDA)- Role of IRDA- Private Insurance Companies-Challenges of insurance sector-investment Policy-Role of insurance sector in Capital Market.

UNIT V Capital Market Reforms

Working of Securities and Exchange Board of India(SEBI)- objectives-reforms in the new issue market- SEBI reforms on stock exchanges-SEBI guide lines for capital market

REFERENCE BOOKS

- 1.Financial Services in india, Avadhani, V.A, Himalaya Publishing House
- 2.Business Environment, Saroj Upadhyay, Asian Books Pvt.Ltd., New Delhi
- 3.Financial Services, Nalini Prava Tripathy, Prentice-Hall of India, New Delhi
- 4.Business Environment,Francis Cherunilam, Himalaya Publishing House, Mumbai
- 5.Banking reforms in India, Subramaniam & Velayudham