

2020

M.Phil., COMMERCE

Course Structure and Syllabus

(For the candidates admitted from the academic year 2020-2021 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS)



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)

(Nationally Re-Accredited by NAAC with B⁺⁺)

(Affiliated to Bharathidasan University, Tiruchirappalli)

ELAMBALUR, PERAMBALUR – 621 220



VISION

To blossom as an Institution of excellence, enabling, empowering and enlightening the youth and shaping them as fully developed human beings with the Capacity to unfold their full mental potentiality resulting in the attainment of the wisdom to live Constructively and meaningfully.

MISSION

- To Provide Congenial and stress-free environment and opportunities for the enhancement of knowledge and acquisition skills through the best exposure and training possible .
- To offer multifaceted and need based academic Programmes and to promote extension activities.
- To adopt technology enabled new methods ,approaches and techniques so that the teaching learning process becomes learner-centred and learner-friendly.
- To maximise the participation of all the stakeholders in the development of the institution and the region.
- To Sensitize the youth towards inclusive growth for socio-economic change ,sustainable development ,gender equality, eco-friendliness, etc.,
- To enable the youth to experience the effects of globalization and facilitate them to grow as responsible citizens and leaders.
- To inspire them,through value based education,to embrace the entire humanity while firmly rooted in the Indian ethos.
- To Provide regular placement training and placement opportunities
- To kindle the sprit of creativity and enhance research activities and enable them to attain international standards.

Programme Outcomes (POs)

Postgraduate Programmes Master of Philosophy Programmes

Upon completion of the programme, the scholar will be able to

1. Adopt self-learning through reviews of previously acquired knowledge
2. Implement research by focusing on newer thrust areas of knowledge
3. Engage in quality and efficient designing, implementing and evaluating of the gathered information
4. Demonstrate technical and analytical competence with local and global perspective
5. Have professional integrity with knowledge of appropriate code of ethics and standards displaying social responsibilities

Programme Specific Outcomes (PSOs)

M.Phil.,(Commerce)

Upon completion of the M.Phil.,(Commerce) Degree programme, the Scholar will be able to

1. Understand the Concept of Research Methods in Commerce.
2. Learn the Concepts of Management in general, and to identify the issues in Commerce areas.
- 3.Acquire knowledge of Communication skill with Special reference to its elements, types development and Styles.
4. Develop the analytical skills regarding the research in Commerce
- 5.Develop the different teaching skills among themselves and put them across the targeted audience.

THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS), PERAMBALUR

COURSE STRUCTURE FOR M.PHIL UNDER CBCS

SUBJECT: COMMERCE

(Applicable to the candidates admitted from the academic year 2020-21 Onwards)

Programme Structure

Sem-ester	Code	Course	Subject Title	Exam Hours	Credit	Int	Ext	Total
I	20MPCM1CC1	CC1	Research Methodology	3	4	25	75	100
I	20MPCM1CC2	CC2	Advanced Business Management	3	4	25	75	100
I	20MPCM1CC3	CC3	Teaching & Learning Skills	3	4	25	75	100
I	20MPCM1CC4	CC4	Paper on topic of Research (To be framed by the Guide)	3	4	25	75	100
II	20MPCM2DW	---	Dissertation(Viva-Voce-50,Project-150)		8	-	-	200
			TOTAL		24			600

CORE COURSE I
RESEARCH METHODOLOGY

Code: 20MPCM1CC1

Credit: 4

Max.Marks: 75

Course Outcomes:

1. Understanding the Research Methods and Processes
2. Comprehending the Sampling Techniques and Hypothesis formulation
3. Knowing the data collection methods
4. To Learn the Parametric and Non- parametric approach of data analysis
5. Familiarizing with the Research Report preparation and presentation.

Unit I

Research : Meaning –purpose- Types of Research –Steps in Research –Selection and formulation of a research problem - Review of Literature.

Unit –II

Preparation of Research Design - case Design- Survey Design – Sampling techniques - sampling Design for Analytical and Descriptive Research Sampling –Meaning - Methods and their applications - Sample size and sampling errors –Methods of data collection –Primary data , Secondary data –Sources, Techniques –Questionnaire , interview schedule.

Unit III

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 IV

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

Unit V

Report Writing : Types of reports –contents of report –style of reporting –steps in drafting reports - Footnotes and bibliography writing.

(Theory:60%,Problem:40%)

TEXT BOOKS RECOMMENDED :

1. Research Methodology –Dr. P. Ravilochanan –Margham Publications, Chennai
2. Business Research concepts and practice –International company (1969) –Robert G. Murdick.
3. Research in Social Science-Pattenshetti. –Sultan Chand & Sons.
4. Social Research –by Kotari.
5. Research Methodology –Patten chetty –Rainbow Publications.
6. Research Methodology –P.Saravanavel –Kidap Publications

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPCM1CC1	RESEARCH METHODOLOGY					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓		✓		
CO4	✓	✓	✓	✓	✓		✓	✓	✓		
CO5	✓	✓	✓	✓	✓	✓		✓		✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

CORE COURSE II

ADVANCED BUSINESS MANAGEMENT

Code: 20MPCM1CC2

Credit: 4

Max.Marks: 75

Course Outcomes:

1. Understanding the importance of Financial Management Principles and its concepts.
2. Comprehending the Financial Management capital budgeting Techniques.
3. Knowing the Regulations of Bank credit to industry.
4. Acquiring the methods of Credit Monitoring and Assessment formats.
5. Identifying the Relevant Managements' Conceptual Framework on Financial risk and return-an outline of financial system in India.

Unit I

Financial Management : Financing decisions–Theories of capital structure–financial leverage EBIT–EPS analysis –Analysis of internal and external financing methods –Capital structure planning in practice – determinants.

Unit II

Human Resources Management: Recruitment Management–Training and Development–Reward Management –Welfare Measures –Performance Management –Employee Maintenance and Separation - Strategic Human Resources Management –Global Human Resources Management –Recent Trends in HRM

Unit III

Marketing Management: Marketing Research Objectives and methods of marketing research–Retail Management –Global Marketing –rationale and principle –product strategy and organization for Global marketing –E-marketing –Marketing of Services.

Unit IV

Strategic Management: Meaning and Scope-Strategic Decision Making Process-Strategy formulation-Mission-Vision-Objectives-Strategy Implementation-Growth Strategy-Strategy Alliances-Mergers and acquisitions.

Unit V

Financial Markets: Capital Market–Instruments–Equities debit and derivatives–Primary Market–Issue methods. Market intermediaries –Secondary Market –Trading techniques and settlement procedures –Mutual Funds.

(Theory Only)

TEXT BOOKS RECOMMENDED:

1. S.N. Maheswari, Financial Management, Sultan Chand
2. Dwivedi R.S., Human Behaviour and Organisational & IBH
3. Saxsena ,Human Resource Management S –Chand sons
4. R.S.N. Pillai and Pagavathy, Modern Marketing S –Chand sons
5. V.A. Avodhani, Marketing of Financial Services
6. Francis Cherunilam, strategic Management.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPCM1CC2	ADVANCED BUSINESS MANAGEMENT					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓		✓	✓	
CO4	✓	✓	✓	✓		✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very high											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

CORE COURSE III

TEACHING AND LEARNING SKILLS

Code: 20MPCM1CC3

Credit: 4

Max. Marks: 75

Course Outcomes:

1. Develop skills of ICT and apply them in Teaching Learning context and Research.
2. Develop communication skills with special reference to Listening, Speaking, Reading and Writing.
3. Learn how to use instructional technology effectively in a classroom.
Master the preparation and implementation of teaching techniques.
4. Develop adequate skills and competencies to organize seminar/ conference/ workshop/ symposium/ panel discussion.
5. Develop skills in e-learning and technology .

Unit I : Computer Application Skills

Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, Power point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations-- **ICT for Professional Development:** Concept of professional development; institutional efforts for competency building; individual learning for professional development using professional networks, OERs, technology for action research,etc.

Unit II : Communications Skills

Communication: Definitions – Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise – Types of Communication: Spoken and Written; Non-verbal communication – Intrapersonal, interpersonal, Group and Mass communication – Barriers to communication: Mechanical, Physical, Linguistic & Cultural – Skills of communication: Listening, Speaking, Reading and Writing – Methods of developing fluency in oral and written communication – Style, Diction and Vocabulary – Classroom communication and dynamics.

Unit III : Pedagogy

Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation - Versatility of Lecture technique – Demonstration: Characteristics, Principles, planning Implementation and Evaluation – Teaching-learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion

Unit IV : E- Learning, Technology Integration and Academic Resources in India

Concept and types of e-learning (synchronous and asynchronous instructional delivery and means), m-learning (mobile apps); blended learning; flipped learning; E-learning tools (like LMS; software's for word processing, making presentations, online editing, etc.); subject specific tools for e-learning; awareness of e-learning standards- Concept of technology integration in teaching- learning processes; frameworks guiding technology integration (like TPACK; SAMR); Technology Integration Matrix- Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National academic depository, National Digital Library; e-Sodh Sindhu; virtual labs; eYantra, Talk to a teacher, MOODLE, mobile apps, etc.

Unit V : Skills of Teaching and Technology based assessment

Teaching skills: Definition, Meaning and Nature- Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills- **Technology for Assessment:** Concept of assessment and paradigm shift in assessment; role of technology in assessment 'for' learning; tools for self & peer assessment (recording devices; e- rubrics, etc.); online assessment (open source software's; e-portfolio; quiz makers; e- rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics

References

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, NewDelhi
2. Brandon Hall , E-learning, A research note by Namahn, found in:www.namahn.com/resources/.../note-e-learning.pdf, Retrieved on 05/08/2011
3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
4. Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development, Jonathan Anderson and Tom Van Weart, UNESCO,2002.
5. Jereb, E., &Šmitek, B. (2006). Applying multimedia instruction in e- learning. Innovations in Education & Teaching International, 43(1),15-27.
6. Kumar, K.L. (2008) Educational Technology, New Age International Publishers, NewDelhi.
7. Learning Managementsystem : https://en.wikipedia.org/wiki/Learning_management_system, Retrieved on 05/01/2016
8. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications,Ludhiana.
9. Michael,D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, Newyork.
10. Pandey,S.K (2005) Teaching communication, Commonwealth Publishers, NewDelhi.
11. Ram Babu,A abd Dandapani,S (2006),Microteaching (Vol.1 &2), Neelkamal Publications,Hyderabad.
12. Singh,V.K and Sudarshan K.N. (1996), Computer Education, Discovery Publishing Company, NewYork.
13. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut
14. Vanaja,M and Rajasekar,S (2006), Computer Education, NeelkamalPublications,Hyderabad.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPCM1CC3	TEACHING AND LEARNING SKILLS					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓		✓	✓		✓	✓		
CO2		✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓		✓	✓			✓		
Number of Matches(✓) = 37 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

