



**DHANALAKSHMI SRINIVASAN
COLLEGE OF ARTS & SCIENCE FOR WOMEN,
(Autonomous)
PERAMBALUR**



(An Institution affiliated to Bharathidasan University, Tiruchirappalli)

**DEPARTMENT OF COMMERCE
MASTER OF PHILOSOPHY – COURSE STRUCTURE UNDER CBCS
(Applicable to the candidate admitted from the academic year
2020-2021 onwards)**

SEM	COURSE	COURSE TITLE	COURSE CODE	INSTRUCTION PERIODS PER WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL	
							INT	EXT		
I	Course I	Research Methodology	20MPC1C1	5	5	3	40	60	100	
	Course II	Advanced Functional Management	20MPC1C2	5	5	3	40	60	100	
	Course III	Paper on Topic of Research (To be framed by the Guide) *	20MPC1C3	5	5	3	40	60	100	
	Course IV	Teaching and Learning Skills (Common Paper)	20MPC1C4	5	5	3	40	60	100	
Total						20		160	240	400
II	Dissertation	Dissertation Viva- 50 Dissertation -150	20MPC2PW		20				200	
Total						20				200
GRAND TOTAL						40				600

COURSE - I

RESEARCH METHODOLOGY

Semester: I

Course Code: 20MPC1C1

Total Hours : 75

Objective:

To make the students to understand the research methods in commerce.

Max. Marks:60

Credit: 8

Exam Hours:3

UNIT I

(15 Hours)

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

UNIT – II

(15 Hours)

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

(15 Hours)

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

(15 Hours)

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 V

(15 Hours)

Report Writing : Types of Reports – Contents of Report – Style of Reporting – Steps in drafting Reports - Footnotes and bibliography writing.

Note: Theory 75% and Problem 25%

TEXT BOOKS RECOMMENDED

1. Business Research concepts and practice – International company (1969) – Robert G. Murdick.
2. Social Research – by Kotari.
3. Scientific Social surveys and Research – Prentice Hall of India P. Ltd. Pauline V. young.
4. Thesis and assignment writing by Anderson J. Berry. H.D. & Poole, M.
5. Methods of social Survey and Research Kitap Ghar, Acharya nagar, Kanpur – 3 – By S.R. Bajpai.
6. Research Methodology – Patten chetty – Rainbow Publications.
7. Research Methodology – P.Saravanavel – Kidap Publications
8. Business Research concepts and practice – International company (1969) – Robert G. Murdick.

COURSE - II
ADVANCED FUNCTIONAL MANAGEMENT
(THEORY ONLY)

Semester: I

Course Code: 20MPC1C2

Total Hours : 75

Objective:

To understand the concept and importance of finance, Marketing, HRM and to understand the role of financial markets and instruments.

Max. Marks:60

Credit: 8

Exam Hours:3

UNIT I

(15 Hours)

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

(15 Hours)

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

(15 Hours)

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

(15 Hours)

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

UNIT V

(15 Hours)

Co-operative Management Nature and Functions – Role of Board of Directors in Co-operative Management – General Body its Powers and Functions – Board of Executives Relationship – Society and Departmental Relationship Credit Management – Evaluation, Assessment NPAs - debt recovery tribunal -Writing of bad debts

TEXT BOOKS RECOMMENDED:

1. S.N. Maheswari, Financial Management, Sultan Chand
2. Dwivedi R.S., Human Behaviour and Organisational & IBH
3. Saxena, 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. S.K. Sinha and R. Sahaya, Management of Co-operative Enterprises
7. Dr. B. S. Mathur, Cooperative in India and Abroad.

COURSE - IV
TEACHING AND LEARNING SKILLS

Semester: I

Course Code: 20MPC1C4

Total Hours : 75

Objective:

Max. Marks:60

Credit: 8

Exam Hours:3

After completing the course, scholars will be able to acquaint different parts of computer system and their functions, understand the operations and use of computers and common accessories, develop skills of ICT and apply them in teaching learning context and Research, and appreciate the role of ICT in teaching, learning and Research, acquire the knowledge of communication skill with special reference to its elements, types, development and styles, understand the terms communication Technology and Computer mediated teaching and develop multimedia/E-content in their respective subject, understand the communication process through the web, and acquire the knowledge of instructional

UNIT I:

(15 Hours)

Computer Applications Skills Computer System: Characteristics, Parts and their functions - Different generations of Computer – Operation of Computer: switching on/off/restart. Mouse control, Use of key board and some functions of key 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.

UNIT II

(15 Hours)

Communication 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:

(15 Hours)

Communication Technology Communication Technology: Bases, Trends and Developments Skills of using Communication Technology Computer Mediated Teaching Multimedia, E content – Satellite based communication: EDUSAT and ETV Channels. Communication through web: Audio and Video applications on the internet, interpersonal communication through the web.

UNIT IV:**(15 Hours)**

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
Modes of teaching: CAI, CMI and WBI

UNIT V:**(15 Hours)**

Teaching Skills Teaching Skill: 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.

TEXT BOOKS FOR REFERENCES:

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Don Skinner (2005), Teaching Training, Edinburgh University Press Ltd,
3. Edinburgh Information and Communication Technology in Education: A Curriculum for schools and programme of Teacher development, Jona than Anderson and Tom Van Weart, UNESCO, 2002.
4. Kumar, KL (2008) Educational Technology, New Age International Publishers, New Delhi.
5. Mangal, S.K. (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana.
6. Michael, D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York.
7. Pandey, S.K (2005) Teaching Communication, Commonwealth Publishers, New Delhi
8. Ram Babu, A and Dandapani, S (2006), Microteaching (vol. 1 &2), Neelkammal Publications, Hyderabad.
9. Singh V.K. and Sudarshan, K.N. (1996) Computer Education, Discovery Publishing Company, New York.
10. Sharma, R.A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut
11. Vanaja.M. and Rajasekar, S (2006), Computer Education, Neelkamal Publications, Hyderabad.