

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
(Accredited with B + + by NAAC)
THANJAVUR – 613 005

P.G. & RESEARCH DEPARTMENT OF COMMERCE

BOARD OF STUDIES: 2015-2016
(Under CBCS Pattern)



(For the candidates admitted from 2015-2016 onwards)

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)

(Accredited with B + + by NAAC)

THANJAVUR – 613 005

M.Phil., COMMERCE PROGRAMME

(For the candidates admitted from the Academic Year 2015-2016 onwards)

Part	Code	Course	Title	Marks		Total	Credit
				IA	AE		
		I Semester					
III	RR1MCO1	CC1	Research Methodology	40	60	100	4
III	RR1MCO2	CC2	Business Environment	40	60	100	4
III	RR1MCO3	CC3	Teaching and learning Skills	40	60	100	4
III	RR1MCO4	CC4	Advanced Business Management	40	60	100	4
		Total				400	16
		II semester					
III	RR2MCOT	CC5	Dissertation and viva-voce	50	150	200	8
		Grand Total				600	24

No. of Papers:

Core courses	4	(each of 4 credits)
Project	1	(8 credits)
Total	5	(24 credits)

II Semester

Course IV Elective (Any one of the following)

Maximum Marks

Elective – 1	Financial Management	4 Credits	100
Elective – 2	Organizational Dynamics	4 Credits	100
Elective – 3	Marketing Management	4 Credits	100
Elective – 4	Financial Markets and Services	4 Credits	100
Elective – 5	Co-operative Management	4 Credits	100

Question Paper Pattern

Maximum Marks:100 (Passing Minimum 30 Marks)

Part – A (5x6) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10) – Answer any three questions (One question from each unit)

Credits : 4 **Code : RR1MCO1**
Hours / Week :
Medium of Instruction : English

COURSE I
RESEARCH METHODOLOGY
(For students admitted from 2015-2016)

Objectives:

1. To enable the students to understand the basic concepts of research methods.
2. To make the students to have a quest for social sciences research.

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 of Analytical and Descriptive Research Sampling – Meaning – Methods and their application – Sample size and sampling errors.

Unit – III

Hypothesis – Concept need – Sources – Types – Collection a data – Sources of Data – Methods of collection – observation – interview – Mailed questionnaires – Types – construction of tools – Interview – Schedule – Scaling Technique

Unit – IV

Pre-test – Pilot study – Processing and analysis of Data – Checking – Editing – Coding and tabulation – Interpretation of Data.

Unit – V

Report Writing: Target audience – Types of reports – Contents of report – Style of reporting – Steps in drafting reports – Research Gap -Review of Business research with reference to specific areas taken up for study.

Books for Reference

1. Business Research concepts and practice – International company (1969) – Robert G.Murdick
2. Scientific Social surveys and Research – Prentice Hall of India P.Ltd Pauline V.Young.
3. Thesis and assignment writing by Anderson J.Berry. H.D.& Poole. M.
4. Methods of social Survey and Research – Kitap Ghar, Acharya Nagar Kanpur – 3 – By S.R.Bajpal

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week :
Medium of Instruction : English

Code : RR1MCO2

COURSE II
BUSINESS ENVIRONMENT
(For students admitted from 2015-2016)

Objectives:

1. To understand the environment within which the business is expected to function and to be aware of the need for being compatible with the same

Unit – I

Business: Environment – Concept – Classification – nature and significance – Economic and non economic environment – Social Responsibilities of Business - Ethics – Social audit.

Unit –II

Economic Environment of Business – Economic Growth and Parameters – Development Strategies and Economic plan investment – New Industrial Policy – Industries – licensing – IDPA – Industrial Sickness – Monetary and fiscal policy – Exam Policy.

Unit – III

Financial Environment – Constituents of Financial System – Money market in India Importance – Objective – Money Market Instruments – Capital Market in India feature of the capital market –SEBI – Investor protection.

Unit – IV

Environmental foreign Trade and Investment – GATT – WTO – TRIMS – Foreign investment policy – FDI – MNCs – World Bank.

Unit – V

Legal Environment – FEMA – RTI Act 2000-Competition Act 2002 – Consumer protection Act – Corporate Governance

Books for Reference

1. Business Environment by Dr.N.Premavathy, Sri Vishnu Publications, Chennai
2. Business policy and Environment organizational behaviour and managerial effectiveness by D.S. HRA and P.K.Gupta S.Chand & Company Ltd New Delhi
3. Economic Environment of Business – Theory and the Indian case by Dr.M.Ac Sultan Chand & Sons New Delhi
4. Business Environment by Dr.P.K.Ghoash Sultan Chand & Sons, New Delhi

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week :
Medium of Instruction : English

Code : RR1MCO3

**COURSE III
SEMESTER – I
(For students admitted from 2015-2016)**

**COURSE – III
TEACHING AND LEARNING SKILLS**

Objectives:

1. To understand the importance and the ways of innovative practices of ICT in the teaching and learning process
2. To impart the important teaching skills.

Code : MPBA3
Medium of instruction : English

Credit : 4
Hour per week : 6

UNIT – I

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

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

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

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

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.

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, Edinburgh
3. Information and Communication Technology in Education: A Curriculum for schools and programme of Teacher development, Jonathan 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

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : RR1MCO4A

**COURSE IV – ELECTIVE - I
FINANCIAL MANAGEMENT
(For students admitted from 2015-2016)**

Unit – I

Financial Management- Meaning and Scope – Concepts in Valuation –Time Value of Money - Financial Planning – Meaning and Scope – Capital Structure – Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Capital Structure Planning.

Unit – II

Financial Statement Analysis – Comparative Statements – Common Statements – Trend Percentages- Ratio Analysis – Fund Flow Statement – Cash Flow Statement- Applications in research

Unit - III

Leverage – Meaning and Types – Significance – Operating Leverage – Financial Leverage – Combined Leverage – Dividend Policy – Theories – Relationship With Value of Firms – Stock Dividend- Scope for research

Unit – IV

Capital Budgeting – importance – payback period, Discounted Cash Flow, Net Present Value, Profitability Index Methods – Accounting Rate of Return- Applications in Management

Unit –V

Working Capital Management – Risk, Liquidity of Profitability – Trade off – Determination of Working Capital – Cash Management – Cash Budget - Concentration Banking and Lock Box System – Receivable Management – Credit Standards – Credit Policies – Inventory Management – Order Point – Safety Lock- Scope for research

Books Recommended

1. Financial Management By – S.N.Maheswari, Sultan Chand & Sons.
2. Fundamentals of Financial Management By Prasanna Chandra
3. Theory and Problems of Financial Management – By Khan & Jain

Reference

1. Financial Management by R.K.Sharma, Kalyan Publishers
2. Financial Management by Kulkarni

**Question Paper Pattern
(Theory Only)**

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : RRI1MCO4B

COURSE IV – ELECTIVE - 2
ORGANISATIONAL DYNAMICS
(For students admitted from 2015-2016)

Unit – I Fundamentals of Organizational Behaviour

Historical Development of organizational Behaviour – Dynamics of people and organizations – Hawthorne Experiments and its implication – Models of organizational Behaviour – Perception – Personality – learning – Attitude – Behaviour modification

Unit –II Motivation and Job Satisfaction

Human needs and wants – Achievement motivation – Power motivation Maslow’s Hierarchy of needs – Herzberg’s two factor model ERG model – Valance model Expectancy model – Job Satisfaction – Benefits job satisfaction – Involvement organizational commitment.

Unit – III Leadership & Inter-Personal Relations

Management and leadership – Traits of effective leader positive leader and negative leader – Power styles – Autocratic, Participative, free rein leader- Managerial grid model – Situational leadership model – Path – Goal model of leadership – Qualities of an efficient leader – Transactional Analysis

Unit – IV Group Dynamics, Behaviour and team building

Definition – Concept of Group Dynamics – Group cohesiveness Group behaviour problems associated with groups, Committees – Structured approach – Potential outcome of group process – Weakness of group – Ingredients of effective team – team building process – Group conflict

Unit – V Organisational Changes and Development

The nature of work change – responses to change – costs and benefits – resistance to changes, implementing reasons for resistance – Types of resistance – Benefits of resistance – Three stages of change – Organisational Development – Characteristics – Benefits - Limitations

Books for Reference

Alexander Praveen Durai’s Human Resource Management
Davis and Newstorm, Human Behaviour at work, McGraw Hill Co
Fred Sultan’s Organisational behaviour McGraw Hill Co.,

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : RR1MCO4C

COURSE IV – ELECTIVE – 3
MARKETING MANAGEMENT
(For students admitted from 2015-2016)

Unit – I

Evolution and development of marketing – recent trends in marketing – Marketing strategy and organisation for evolving Indian Market – Process of analyzing opportunities.

Unit –II

Market structure - understanding the buyer – Consumer decision - Making tools to study buyer behaviour – Finding the market niche

Unit – III

Product strategy and pricing policy – Product life – Cycle – Product positioning – Price mix – Methods of pricing – Initiating price changes meeting price changes – Global pricing.

Unit – IV

Advertising and salesmanship – Contents and plans of advertising copy – Types of advertising – Effects of advertising – Measuring the effectiveness of advertising – Measuring the effectiveness of advertising – Qualities of salesmanship – Effective salesmanship

Unit – V

Marketing research and contemporary issues in marketing – Objectives and methods of marketing research – Global marketing – rationale and principle – Product strategy and organization for Global marketing – E – Marketing – Marketing of services

Books for Reference

1. Candiff, still and Gouoni - Fundamentals of Modern Marketing prentice Hall of India
2. Still, Cundiff & Gouoni - Sales Management, Prentice Hall of India
3. R.L. Varshney - International Marketing Management Sultan Chand & Sons
4. Philip Kolter - Principles of Marketing, Prentice Hall of India

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : RR1MCO4D

COURSE IV – ELECTIVE - IV
FINANCIAL MARKETS AND SERVICES
(For students admitted from 2015-2016)

Unit – I

Financial Services – NBFCs- Merchant Banking- Meaning – Scope - Functions – Management of News Issue – Indian Experience – SEBI Guidelines- Thrust Areas of research

Unit – II

Mutual Funds: Meaning – Types – Functions – Advantages – Institutions Involved – UTI, LIC, Commercial Banks – Entry of Private Sector – Performance – Growth of Mutual Funds in India SEBI Guidelines- AMFI – NAV - ETF

Unit - III

Lease Financing : The Concept – Merits and Demerits of Leasing – Types – The Indian Leasing Scenario- Hire Purchase: Meaning – RBI Guidelines – Hire Purchase and Transport Industry – Lease Vs Hire Purchase – Problem and Prospects of Hire Purchase in India – Concept of reverse mortgage.

Unit – IV

Factoring: The Concept – Significance – Types – Factoring Mechanism – Factoring Vs Leasing – Factoring in India – Forfeitures – Kahyanasundaram Committee Recommendations

Unit – V

Secondary Market – Derivatives Market – Options – Futures – Commodity exchanges – Stock Market indices – Scope for research

Books Recommended

1. Financial Management by Kucchal S.C. Vikas Publishing House, New Delhi
2. Investment Banking and Customers Service by Kothair C.R. Srihand Publishers, Jaipur
3. Kamath K.V. Kerker S.A. and Viswanath. T The Principles and Practice of Leasing, Lease Asia, England 1990
4. Financial Management by Pandery I.M. Vikas Publishing House, New Delhi
5. Financial Decision Making, problem and Cases by Srivastava R.M. Sultan & Co

Question Paper Pattern

Exam Duration : 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : RR1MCO4E

COURSE IV – ELECTIVE - V
CO-OPERATIVE MANAGEMENT
(For students admitted from 2015-2016)

Unit – I

Salient features of Co-operative Societies Act 1904, 1912 – Model Co-operative Societies Act 1991 – Producer companies Act 2002 – TamilNadu Co-operative Societies Act 1983. By – Laws, Amendment of by – Laws – Registration – Division, Amalgamation and conversion of societies – Qualification and Signification for membership – Rights, duties and liabilities – Expulsion, withdrawal – members.

Unit – II

Management of Registered Societies – General Body constitution – Representative General Body – Qualification and Disqualification for membership of Board – Election procedure.

Unit – III

Properties and Funds of societies – Loans and Advances – Borrowings – disposal of Net profits – Reserve Fund – State aid to co-operatives – privileges of registered societies.

Unit – IV

Audit – Enquiry – Inspection – Supervision of Board – Appointment or special officers.

Unit – V

Settlement of Disputes – Winding up of societies – appeals – revision – review – offered and penalties – Execution of degree – decision, awards and order – Co-operative Tribunal – Scope for research in Co-operatives

Books for Reference:

1. Tamil Nadu Co-operative Societies Act 1983 & 1988
2. Co-operative Initiative Panel: Ahmadabad Gujarat.

Question Paper Pattern

Exam Duration: 3 Hours

Maximum Marks:60

Part – A (5x6=30) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10=30) – Answer any three questions (One question from each unit)

Signature of the HOD