

PERIYAR EVR COLLEGE (AUTONOMOUS) TRICHY – 23

PG AND RESEARCH DEPARTMENT OF COMMERCE

M.Phil DEGREE – 2018 – 2019

COURSE – I

MAX. MARKS: 60

RESEARCH METHODOLOGY

CODE:

Unit – I

Research - Meaning – Objectives – Types of research-Pure, applied, analytical, historical, and experimental – Case study – Research problem – Definition – Setting up of objectives – Source – Research design – Meaning – Steps and significance.

Unit – II

Sampling – Meaning – Steps-Criteria – Sample size – Sampling methods and their application – Sampling error – Hypothesis – Concept – Steps – Testing of Hypothesis.

Unit – III

Collections of Data – Methods – Primary sources – Techniques – Observation Interview – Questionnaire and Schedule – Types, essentials and limitations – Scaling technique – Pre testing – Pilot study.

Unit – IV

Processing and Analyzing of Data – Editing – Coding – Tabulation – Types of Analysis – tools of analysis – Correlation - Regression – Time series – Analysis of Variance.

Unit – V

Report Writing – Types of Reports – Contents of Reports – Steps in Drafting Reports – Presentation of Report.

Text book

Research methodology – C.R. Kothari, Sultan Chand and Sons, New Delhi.

Reference books

1. Methods of social survey and research – SR. Bajpai, Kitab Ghar, Kanpur.
2. Research in social science – Pattenshetti, Sultan Chand and Sons, New Delhi.
3. Thesis and assignment writing – Anderson. J. Berry & Poole.M

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COURSE – II

MAX. MARKS: 60

STRATEGIC FUNCTIONAL MANAGEMENT

Objectives:

At the end of the course, students shall be able to learn the concepts of management in General, financial management, marketing management, human resource management and service sector and shall be able to identify issues in the above areas.

Unit – I Meaning and scope of strategic management – Strategic decision making process – Strategy formulation – Mission – Vision – Objectives – Strategy implementation – Growth strategy – Strategy alliances and divorces – Mergers and acquisitions.

Unit – II Scope of financial management – Role of finance manger – Sources of finance – Project appraisal – Factors determining working capital – Estimation of working capital.

Unit – III Strategic marketing management – Marketing mix – Emerging horizons of marketing: De – Marketing – Niche, Synchro, Conversional, Meta and societal marketing- Customer relationship marketing – Product mix and product line Strategies – Branding – Packaging and Labeling Strategies – Pricing Strategies – Promotional Strategies – Distribution Strategies – Retail marketing.

Unit – IV Scope of HRM – functions – role of HR manager in 21st century – HR planning process – Recruitment and Selection – Training and Development – HR information system – Counseling – Absenteeism and labour turnover – Workers participation in management.

Unit - V Constituents of service sector – Unique features of service products – Transportation – Health services – Educational services – Tourism and Hotel Management.

Text Books:

1. CB. Gupta – Principle and practices of management – Sultan Chand and Sons
2. Dr. S.N. Maheswari – Financial Management Principles and Practice – Sultan and Sons
3. Dr. R. L. Varshney & S.L. Gupta – Marketing management – An Indian perspective text and cases – Sultan Chand and Sons
4. P. Subba Rao essentials of HRM and industrial relations, Himalaya Publishing House
5. Christopher love lock – services marketing, pearson education Asia.

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COURSE – III

MAX. MARKS: 60

RESEARCH TOPICS IN COMMERCE

CODE

Objectives:

At the end of the course, students shall be able to learn the topics of research in banking, financial management, marketing management, human resource management and shall be able to identify issues in the above areas and possible solutions.

Unit – I Commercial banks – Definition – Types of Commercial bank, functions – Primary functions and secondary functions, types of deposits and various forms of advances – Modern Services of Commercial banks – ATM, credit card, factoring, bill discounting facilities and other agency services.

Unit-II Financial statements – Characteristics – importance – limitations – analysis and Interpretation of financial statements – trend analysis – common size income statements and balance sheet – comparative income statement and balance sheet.

Unit-III Ratio Analysis – Meaning – Nature – Use and significance of ratio analysis – limitations of ratio analysis – Classification of ratios – Interpretation of ratios.

Unit-IV Consumer Behaviour – Buying motives – Factors influencing buyer behavior – Theories of buyer behavior – Market Segmentation.

Unit-V Research for Human Resource Management – Training and Development – Motivation – Transfer and Promotion – Labour Welfare, Safety and Health measures.

Book Recommended:

1. Gordon and Natarajan - Banking
2. I.M. Pandey – Financial Management
3. Prasanna Chandra – Financial Management
4. P.Subba Rao – Essential of Human Resource Management and Industrial Relations.
5. S.A.Shelakar –Marketing Management
6. G.C.B. Mamoria – Marketing Management
7. S.S.Khanka – Human Resource Management

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COURSE – IV

MAX. MARKS: 60

TEACHING AND LEARNING SKILLS

CODE:

Objectives:

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.
- Understand the communication process through the web.

Unit – I Computer Application 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

Communications: 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.

Reference:

1. Bela Rani Sharma (2007), Curriculam Reforms and Teaching Methods, sarup and sons, New Delhi.
2. Don skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh.
3. Kumar, KL (2008) educational technology, New age International Publishers, New Delhi.
4. Information and Communicaiton Technology in education: A curriculum for schools and programme of Teacher development, Jonathan Anderson and Tom van weart, UNESCO, 2002.
5. Pandey, S.K (2005) Teaching communication, commonwealth Publishers, New Delhi.