



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)
College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University of Madras
Arumbakkam, Chennai 600 106

CRITERION 1 - CURRICULAR ASPECTS

1.1 CURRICULUM DESIGN & DEVELOPMENT

1.1.3 List of Courses Focussing on Employability/Enterprenuership/Skill Development

Programme Name & Code - M.Phil (GENERAL) - 52

Sl no	Course code	Name of Course	Old/New Syllabus	Employability	Enterprenuership	Skill Development
1	1652101	Research Methodology	Old	Yes		
2	1652102	Advanced Financial management	Old			Yes
3	1652103	Advanced marketing	Old	Yes		

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PG & Research Department of Commerce

Master in Philosophy

(M.Phil)

Programme Code: 52

SYLLABUS

Academic Year 2016-2017

CHOICE BASED CREDIT SYSTEM (CBCS)

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**PG & Research Department of Commerce
(Shift I)**

CHOICE BASED CREDIT SYSTEM (CBCS)

Programme Scheme

M.Phil

Core Paper I- Research Methodology

Core Paper II- Advanced Financial Management

Paper III (Internal)- Advanced Marketing

Part II- Project

Dwaraka Doss Goverdhan Doss

Vaishnav College

(Autonomous)

Re-accredited at 'A' Grade by NAAC

Arumbakkam, Chennai – 600 106



Post Graduate & Research Department

of Commerce

M. Phil Syllabus

2016-2017

M.PHIL

Core Paper I - RESEARCH METHODOLOGY

Unit I

Research: Meaning and purpose – essentials of Scientific method – Limitation in social and behavioral research – types of research; Exploratory research, pure research, applied research, analytical, descriptive, historical, experimental, survey, case study – research design. Steps in research – selection and formulation of a research problem – review of previous research – delimitation of the scope of the study – getting up of objectives – definition of concepts – formulation of hypothesis and research question – preparation of research design – construction of tools – fieldwork and collection of data.

Unit II

Some concepts used in research; Facts and Data, definitions and measurements, reliability, precision, accuracy, bias and validity, norms, standards, criteria and objectives, sets, variables, parameter constants and functions assumptions, axioms, postulates and premises, models, theory, hypothesis, research questions, operationalising a concept, etc. - Formulation of Hypothesis: Meaning of hypothesis –m types of hypothesis – sources of hypothesis – testing of hypothesis – errors in testing.

Unit III

Sampling techniques: Sampling theory – sampling error and data collection error – sample size – sampling methods and their application – testing the appropriateness of sample units and sample size - Principles and method of collection of data – primary and secondary data: Observation – interview – questionnaires – telephone interviews – construction of interview schedule and questionnaire – scales – checklists: pre test, pilot study–reliability testing and validating a questionnaire. Attitude measurements – methods of scale construction – multidimensional scaling

Unit IV

Processing and Analysis of data: checking – editing – coding –transcription and tabulation. Data processing through computers. - Statistical Analysis: Elements of analysis – types analysis – levels of measurements – choice of statistical measurements (Theory only) - Descriptive Statistics: Diagramatic and graphic representation of data- measures of central tendency – measures of dispersion – sampling distribution – testing of hypothesis – z test, t test, F test – estimating parameter value – relational analysis – parametric and non- parametric – correlation and regression – association – Karl Pearson's 'r' m- Kendall's tau and Spearman's rho – Chi-square test. Analysis of differences among variances and attributes- parametric analysis of variance (F test – one way and two way analysis of variance) – non parametric analysis of variance – Friedman test – Kruskal – Wallis test- Mann Whitney test – Wilcoxin test – Analysis of time

series – forecasting – applications of statistical methods in finance, marketing and personal functions of business (theory and Problems)

Unit V

Linear programming – basics of factor analysis, cluster analyses – other multivariate analysis and when to use them using computer software-interpretation of findings - fallacies and pit falls (theory and simple Problems) - Report writing: Target audience – types of reports – contents of report – style and conventions in reporting – steps in drafting a report - Review of Literature-purpose – brief survey of business research with reference to specific areas up for study

PART A – 5 Questions (Theory)

PART B – 5 Questions (Problems)

**Note : 1. The students should answer not less than 2 questions from each Part
2. Each questions carries 15 marks (5 x 15 = 75 Marks)**

RECOMMENDED TEXTS

- **Research methodology by Kothari**
- **Research Methodology by Ravilochanan**

Core Paper II - ADVANCE FINANCIAL MANAGEMENT

Unit I

FM Environment – Corporate objectives Vs. Financial goals and functions – Reconciliation of financial goals and social objectives – An outline of financial system in India – influence of Corporate Organisation and taxes on FM – Regulation of SEBI regarding capital issues and stock exchanges - FM tools for analysis and control – Financial statements analysis, Ratio analysis, fund flow analysis, break – even analysis (theory and Problems)

Unit II

Firm's investment decision – practical application of capital budgeting – modern analytical tools and project appraisal and evaluation methods in private and public sector enterprises – Risk analysis in investment appraisal (theory and Problems) - Financing decisions and capital structure – characteristics of financing methods- analysis of internal and external financing methods – lease financing – determinants of capital structure – regulations relevant to long term financing – managing investments. (theory and Problems)

Unit III

Option Pricing theory; and its implications on the corporate financial policy (theory and Problems) - Dividend Policy; Behavioural models of dividend policy – clientele effects- relationship between dividends and values (theory and Problems)

Unit IV

Working capital management – theory Vs. practice – principles – working capital forecast – individual current assets management (theory and Problems) - Financial growth and development – mergers of terms of merges- tests of merger returns – tests of market power. Financial services – merchant banking, mutual funds CRISIL, rating – factoring – new issues market (theory only)

Unit V

Capital assets pricing Sharpe's CAPM – security Analysis and Portfolio selection – Markowitz portfolio theory (theory only) - FM and Market Efficiency – Random walk theory – Harry Roberts classification of Market Efficiency Capital in India – Role of SEBI – Investor (theory only)

PART A – 5 Questions (Theory)

PART B – 5 Questions (Problems)

Note : 1. The students should answer not less than 2 questions from each Part

2. Each questions carries 15 marks (5 x 15 = 75 Marks)

RECOMMENDED TEXTS

Financial Management by I.M. Pandey

Financial Management by Khan & Jain

Financial Management by Prasanna Chandra

Paper III (Internal) - ADVANCED MARKETING

UNIT I

Marketing - Concepts, Types, Marketing of Products, Securities, Services, Export Marketing - Marketing Segmentation and Targeting and Marketing Environment

UNIT II

Products –meaning and classification –product planning and development – Product Life Cycle –product mix Vs Marketing Mix –product line strategies – branding, packaging grading, standardization, labeling.

Product pricing – price determination pricing policies, strategies and techniques – distribution channels – sales promotion techniques and methods – salesmanship and advertising.

UNIT III

Distribution cost analysis – break up of distribution cost – marketing risks – control and management – direct marketing – maxi marketing model, Marketing finance – sources – sale on open account- bank credit, factor accounts receivable, financing – alternative methods- financing of internal marketing and external marketing.

UNIT IV

Marketing ethics – Consumer Protection Act – State level councils – RTPs and UFTs under MRTP Act – Legal provision to prevent adulteration, underweight, under standard etc.

UNIT V

Basic of Retail Marketing in India – Supplies Chain Management – Branding in Retailing – Private Labeling – Franchising concepts

Question Paper pattern

- Note :**
1. Answer any 5 questions 5 out of 10
 2. Each questions carries 15 marks (5 x 15 = 75 Marks)

RECOMMENDED TEXTS

1. Stanton W.J. et., - Fundamentals of Marketing, McGraw Hill, New York, 1991.
2. Philip Kotler, Marketing Management – 11th Ed. New Delhi, Pearson Education,2002.
3. Rarnaswami and Namakumari – Marketing Management in Indian Context, Tata McGraw Hill, New Delhi,1994.

Part II - PROJECT (M.Phil)

PROJECT REPORT AND VIVA VOCE

M.Phil. had been introduced with the unique pattern of course content to culminate practical learning through undergoing training in corporate bodies. To acquaint with spontaneous lead to compare and contrast theoretical as well as practical oriented interpretation of the various managerial and secretarial aspects of business in general.

The student can select their topics from fields like Marketing, Organizational Behavior, Finance, Human Resource Management etc., The report should include field studies, surveys, interpretations, planning and design of an improved and integrated management systems, presented in a comprehensive manner with recommendation for solution based on scientifically worked out data.

The contents of the Report may include the following:

Chapter I – Introduction

This chapter includes:

- **Nature and Importance of the study**
- **Statement of the current problem**
- **Objectives of the study**
- **Scope and Limitations of the study**
- **Methodology used for the study**
 - **Data collection**
 - ii) **Statistical Techniques used**
- **Chapterisation**

Chapter II – Profile of the Company

This chapter consists of:

- **History and Evolution, Incorporation.**
- **Organisation Chart, Departmentation.**
- **Office Layout and Management.**
- **Indicators of Growth.**

Chapter III – Practical Exposure during the course of training

This chapter exerts:

- **Learning by practice with regard to relationship between classroom learning and learning at work place.**
- **Extent of self-development after training.**

Chapter IV – Review of Literature

This Chapter deals with:

- **Conceptualization of the subject matter selected for study.**
- **Conclusion derived by the previous studies related to the subject matter selected.**

Chapter V – Analysis and Interpretation

This chapter contains:

- **The results secured from the statistical analysis, implying the relationship between the variables and the subject matter studied.**
- **Interpretation of the inferences obtained.**

Chapter VI – Summary and Conclusion

This chapter portrays:

- **Gist of the preceding five chapters, findings and conclusions.**

The Report shall consist of 100 to 150 printed pages excluding the pages containing the Tables, Figures, Charts, Bibliography and Appendices.

A candidate failing to secure the minimum for a pass (50%) shall be required to resubmit this report to the department later.

The project report evaluation and Viva Voce examinations of M.Phil should be carried out jointly by both internal and external examiners. The project report shall be retained by the Department and mark list alone be sent to the COE Office.

Project Report – 150 marks

Viva-Voce – 50 marks

So Total 200 marks jointly by Internal & External Examiner