



**GOVERNMENT ARTS COLLEGE (AUTONOMOUS),
KARUR – 639 005.**

(Reaccredited with A Grade status by NAAC)
(Affiliated to Bharathidasan University, Tiruchirappalli.)

**PG & RESEARCH DEPARTMENT OF COMMERCE
MASTER OF PHILOSOPHY**

Programme Outcomes

1. This programme will build swot and apply suitable techniques of researches and modern methodologies that suit the present scenario requirements of the broad fields of Commerce.
2. This programme will sensitize about the emerging timely challenges and issues across the world in Trade and Commerce.
3. This programme will prepare the scholars for understanding higher responsibilities in broad fields of Commerce such as Financial and Cost Management, Human resource Management and Marketing research.
4. This programme will inculcate problem solving and decision making skills honestly to execute their day to day professional and domestic responsibilities.

Programme Specific Outcomes

1. This programme will enable the scholars to understand and chosen broad field clearly and communicate effectively and to make them ideal option for engaging academic positions.
2. The scholars will capitalize on the benefits of research by advancing fundamental knowledge and contributing to effective public policy, social cohesion, economic prosperity, international development, community identity, culture and the quality of life with Universal peace, progress and love.
3. This programme will recognize and integrate life – long learning skills to become honest citizen in personal and professional lives.
4. This programme will exhibit a significant awareness of current issues in commerce through dissertation work and practice in the field.
5. Scholars will have the choice to pursue advanced research level at Ph.D.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005

M.Phil., COMMERCE COURSE STRUCTURE UNDER CBCS SYSTEM

(For the candidates admitted from the year 2012-13 onwards)

SEMESTER	COURSE	SUBJECT TITLE	SUBJECT CODE	INSTR. HOURS WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
							INT	ESE	
I	Core Course – I	Research Methodology	12MCO1	--	4	3	40	60	100
	Core Course – II	Advanced Functional Management	12MCO2	--	4	3	40	60	100
	Core Course – III	Paper on topic of Research (To be framed by Guide)*	12MCO3A	--	4	3	40	60	100
	Core Course – IV	Teaching and Learning Skills (Common Paper)	12MCO4	--	4	3	40	60	100
II	Dissertation	Viva voce – 50 marks Dissertation – 150 marks	12MCOPW	--	8	--	--	--	200
					--	24			600

Note:* For Course III the syllabus will be framed by the Guide and the Examination will be conducted by the Controller of Examinations.

Allocation of Marks:

Component	Maximum	Passing Minimum
Internal	40	20
End Semester Examinations	60	30
Project Work – Viva Voce	50	25
Project Work – Dissertation	150	75

Component for Internal:

2 Tests = 2x10 = 20 Marks; Term Paper – 10 Marks; and Seminar – 10 Marks Question

Paper Pattern:

5 Questions – Either or Type – 5x12 = 60 Marks

**CHAIRMAN
BOARD OF STUDIES IN COMMERCE**

CONTROLLER OF EXAMINATIONS

Sl. No.:

Subject Code:

12MCO1

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

M.Phil., COMMERCE – I SEMESTER – CORE COURSE -I

(For the candidates admitted from the year 2012-13 onwards)

RESEARCH METHODOLOGY

COURSE OUTCOMES

At the end of the course the learners should be able to

1. be capable of developing thesis statements
2. get trained to draft their research design
3. cope up with the mechanics of thesis writing
4. be competent to produce flawless thesis
5. enrich knowledge in the field of practical criticism
6. understand chief critical methods

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’ test, ‘z’ test , ‘F’ test 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.

Note: Theory 60% and 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. 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. Social Research – by Kotari.
7. Research Methodology – Patten chetty – Rainbow Publications.
8. Research Methodology – P.Saravanel – Kidap Publications.

**CHAIRMAN
BOARD OF STUDIES IN COMMERCE**

CONTROLLER OF EXAMINATIONS

Sl. No.:

Subject Code:

12MCO2

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

M.Phil., COMMERCE – I SEMESTER – CORE COURSE -II

(For the candidates admitted from the year 2012-13 onwards)

ADVANCED FUNCTIONAL MANAGEMENT (THEORY ONLY)

Advanced Functional Management (12MCO2)

After completing this course, scholars will be able to:

- Easily identify that basic financial environment and institutions for how to obtain maximization of the goals of target group.
- Explore on performance appraisal, personnel research, personnel audit, human resource accounting and human resource information system.
- Develop a strategically focused integrated marketing communications plan based on research and analysis of a brand, its competition, and consumer behavior, using appropriate communication strategies.
- Expand the knowledge on capital markets and trading techniques on equity and derivative market.
- Spotlight their research attention on cooperative management and with Non Performing Assets (NPA)

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

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

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. 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. S.K. Sinha and R. Sahaya, Management of Co-operative Enterprises

4

Sl. No.:

Subject Code:

12MCO4

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05

M.Phil., COMMERCE – I SEMESTER – CORE COURSE - IV

(For the candidates admitted from the year 2012-13 onwards)

TEACHING AND LEARNING SKILLS

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
- 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
- acquire the knowledge of instructional

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.