

BHARATHIAR UNIVERSITY: COIMBATORE - 641 046.

M.Phil / Ph.D Programme in Commerce (FT / PT)

PART I SYLLABUS [From October 2011 batch onwards]

PAPER - I RESEARCH METHODOLOGY

UNTT - I

Nature and scope of Research in Business- Types of Research - Significance - Research Process- Characteristics of good Research.

UNIT - II

Problem identification and selection – Review of literature - Research Design - meaning, need, features of good design - Different types of research design - Developing a research plan; Framing and testing of hypothesis.

UNIT - III

Sampling design, Procedures, Types and Errors - Scaling techniques, rating scales – attitude scales- Likert, Thurstone and Guttman scales.

UNIT - IV

Methods of data collection - primary and secondary data - Sources: Questionnaire, Interview, Observation, Mail and E-Mail Surveys - Pilot study and pre-testing – Internet Sources - Data base - Web sites available for data collection.

UNIT - V

Analysis and Interpretation - Report Writing - Layout of the report - Types of report - Steps in writing the report - Evaluation of report

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Emory - Business Research Methods
2. Goode & Had - Methods of Social Research, M c Graw Hill
3. C.R.Kothari - Research Methodology - Methods and Techniques -New age International Publishers
4. Murdick - Business Research Concept and Practice
5. Therese L Backer - Doing Social Research, Mc Graw Hill
6. Wilkinson & Bhandekar - Research methodology in social sciences.
7. Rummel & Ballaine: Business Research Methods.
8. Bajabai- Business Research Methods
9. Dr. Amarchand - Research Methods.

PART I - PAPER - II STATISTICAL ANALYSIS FOR BUSINESS RESEARCH

UNIT - I

Business statistics - Meaning and Definition - Scope and functions – Advantages and limitations - Meaning of data, variables, random variable, population and Sampling Techniques - Measures of central tendency - Mean, Median - Measures of dispersion - Standard deviation and Co-efficient of Variation.

UNIT - II

Correlation Analysis - simple, rank, Partial and Multiple Correlation – Auto Correlation - Regression analysis - Simple Linear Regression, Use of dummy variables.

UNIT - III

Testing of Hypothesis - Z Test – t Test - Chi-square Test - F Test and ANOVA.

UNIT - IV (Theory only)

Multivariate Analysis; Principal Component Analysis factor analysis discriminate analysis - Cluster Analysis and Path analysis.

UNIT - V

Non parametric statistics in Data analysis - The Sign test - Runs test - Mann - Whitney - U Test - Kruskal - Wallys Test - Time Series analysis.

NOTE: The Question paper shall cover 40% Theory & 60% Problem.

REFERENCES:

1. Levin and Rubin - Statistics for Management
2. S.P.Gupta - Statistical Methods
3. Kendall - Multivariate Analysis.
- 4 M.Manoharan - Statistical Methods
5. Sanchetti & Kapoor - Advanced Statistical Methods.

PART I - PAPER III – 1. MARKETING MANAGEMENT

UNIT - I

Modern concepts of Marketing – New horizons of Marketing – Marketing System – Marketing functions – Marketing Environment.

UNIT - II

Consumer Behaviour – Theories and Buying Motives - Marketing Segmentation – Customer Relationship Marketing (CRM) – Consumerism – Consumer Rights – Consumer Protection Council - Functions.

UNIT - III

Marketing mix – Product mix – Branding & Packaging - Price Mix – Promotion Mix.

UNIT - IV

Place Mix – Physical Distribution- Channels of Distribution –Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.

UNIT - V

Marketing Research - Marketing Information System - Marketing Finance – Rural Marketing – E- Marketing – Tele Marketing – Environmental Marketing.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Gandhi .J.C, “Marketing”, Tata McGraw Hill, New Delhi.
2. William J Stanton, “Fundamentals of Marketing”, Tata McGraw Hill, New Delhi.
3. Philip Kotler, “Marketing Management”, Prentice Hall of India, New Delhi.
4. Memoria.C.B and Joshi .R.L, “Principles and Practices of Marketing in India”.
5. Gupta A.P, “Marketing of Agricultural Goods in India”.

PART I - PAPER III – 2. FINANCIAL MANAGEMENT

UNIT - I

Financial management – meaning – Objectives – Financial Decisions – Functions of financial Manager. Time value of money –Present Value, Future Value and Compound Techniques.

UNIT - II

Cost of Capital – Meaning and Importance – Cost of Debt, Preference Share, Equity Share and Retained Earnings – Weighted Average cost of capital. Capital Budgeting – Meaning – Significance – Methods of Ranking Investment proposals.

UNIT - III

Leverage – Meaning – Financial Leverage – Operating Leverage – EBIT and EPS Analysis. Capital Structure – Theories of Capital Structure - Determinants of Optimal Capital Structure.

UNIT - IV

Dividend Theories – Walter’s Model, Gordon, Modigliani and Miller’s Model – Forms of Dividends – Factors determining Dividend Policy – Stability of Dividend Policy.

UNIT - V

Working Capital Management – Meaning – Objectives – Working Capital Policies – Factors Affecting working Capital Requirements – Forecasting of Working Capital Requirements - Sources of working Capital. Cash Management – Inventory Management - Receivables Management.

NOTE: The Question Paper shall cover 40% Theory and 60% problem.

REFERENCES:

1. Prasanna Chandra, “Financial Management”.
2. Pandey I.M, “Financial Management”.
3. Van Horne, “Fundamentals of financial Management”.
4. Gitman .J, “Principles of Managerial Finance”.
5. Maheswari.S.N, “Management Accounting & Financial Management”.
6. Khan & Jain, “Financial Management”.

PART I - PAPER III – 3. CAPITAL MARKET ANALYSIS

UNIT - I

Meaning of Investment - Importance of Investment - Factors influencing Investment - Features of Investment Programme - Investment Process - Investment Media - Development of financial system in India – Financial Markets – Financial Institutions – Recent Developments.

UNIT - II

Structure of Capital Market – Methods of new issue – Stock Exchanges in India – BSE, NSE - SEBI and its Role – Recent Trends in Capital Market.

UNIT - III

Risk and return – measurement - Valuation of bonds, Debentures, Preference Shares and Equity Shares – Mutual Funds.

UNIT - IV

Fundamental Security Analysis – Economic analysis – Industry Analysis - Company Analysis – Technical Analysis – Basic Theories of Technical Analysis.

UNIT - V

Portfolio Analysis – Scope – Markowitz Theory – Efficient Frontier - Sharpe single index model — Portfolio Selection – Types of Portfolio – Portfolio Evaluation and Portfolio Revision.

NOTE: Question Paper shall cover 50% Theory and 50% problem.

REFERENCES:

1. Prasanna Chandra, “Investment Management”
2. Francis Cherunilam, “Investment Management”
3. Bhalla .V.K, “Investment Management”
4. Dr. Preethi Singh, “Investment Management”
5. Dr. Avadhani, “Financial Markets and Institutions”
6. Fischer and Jorden, “Security Analysis and Portfolio Management”.
7. Kevin, “Security Analysis and Portfolio Management”.

PART I -PAPER III - 4. BANKING AND FINANCIAL SERVICES

UNIT – I

Banking Business in India-Financial services rendered by organized sector-Class Banking v/s Mass Banking-Commercial Banking functions-Micro credit-Emphasis on Rural Development and Agricultural lending.

UNIT – II

Central bank- functions-Role of RBI in Banking Sector-Risk Management –Credit Risk, Market risk and Operational risk- Basel II- Requirements on Capital Adequacy and 3 pillar Approach-Asset Liability Management.

UNIT – III

Merchant Banking-Progress of Merchant Banking in India-Export Finance-Pre Shipment-post shipment Credit-RBI & Export Finance- Exim bank. Private Sector Banks v/s Public Sector Banks-Mergers and Acquisitions-Consolidation.

UNIT – IV

Priority Sector lending in Banks-Small Scale Industries & Tiny Sector-Functions of DICGC. Services of banks – Tele Banking Credit Card-ATM – Core Banking in India. Impact of Globalization on Banking Services.

UNIT – V

Project Evaluation – Technical Feasibility - Commercial Feasibility-Financial Feasibility Ratio Analysis-Break-Even Analysis- Working Capital Analysis-Risk Analysis- Profitability Analysis.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Radhaswami.M & Vasudevan.S.V “Banking” Schand & Co Ltd.
2. Saravanavel.P, “Modern Banking in India and Abroad”, Margan Publications.
3. Suba Rao, Himalaya.P, “Principles and Practice of Bank Management” Publishing House
4. Vasanth Desai “Development Banking Issues and Options”
5. “Journal of the Indian Institute of Bankers” Special Issues
6. K.P.M Sundaram Sultan, “Money Banking, Foreign Exchange & International Trade”. S.Chand & Sons.

PART I - PAPER III – 5. INTERNATIONAL MARKETING**UNIT – I**

Features of India's Foreign Trade –Recent Trends in India's Exports – Govt. of India's Recent Import and Export Policy and Regulation thereof – Import and Export Control Act – Govt's Policies and Regulation thereof – Benefits from International Trade – Trade and Economic Development – the prospects for the developing Countries.

UNIT – II

Export Promotion Measures – Financial and Non-Financial Incentives – Import and Export Procedures – Documentation – Types of Invoices – Letters of Credit – Bill of Lading – Bill of Entry – Trade Policy and Balance of Payment – Methods of Protection – Nominal and Effective rates of Protection – Agreements for Protection.

UNIT – III

Features of overseas sales contract – Important Clauses –Preparation of Goods for Dispatch – Preshipment Inspection – Formalities at the port of Shipment and Customs Clearance-Services of Shipping Agents – Financing of Import and Exports –EXIM bank

UNIT – IV

Safeguards against Risks in Foreign Trade. Significance of Marine Insurance - ECGC – Air Cargoes- Special Features – Sources of Imports – Canalization of Imports through Public Sector Corporations.

UNIT - V

Foreign Exchange – Rate of Exchange – Foreign Exchanges Regulations in India- Authorized Dealers – Money Changers – Foreign Exchange dealings by Commercial Banks – Factors influencing Exchange Rate – Commercial Rate of Exchange – Cross Rate of Exchange.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Varshney "International Marketing"
2. Market Kulkarni, "Foreign trade & Development"
3. Agarwal, "Export Methods"
4. Chaudhari, "Finance of Foreign Trade and Foreign Exchanges".
5. Balagopal, "Export Marketing"
6. Chatterjee, "Principles of Foreign Exchange".
7. Francis Cherunilam, "Export Trade"

PART I - PAPER III – 6. MANAGEMENT INFORMATION SYSTEM

UNIT - I

Management Concept – Information Concept- System Concept- Management Information System: Planning, Designing and Implementing MIS- Using Information Technology in MIS.

UNIT - II

Type of Information System- TPS, MSS, MRS, DSS, EIS, AI, ERP and Office Automation- Information System for Managerial Functions - Information System for Business: Production, Marketing, Finance, Accounting, Human Resources, Pay Roll and Inventory.

UNIT - III

Computer based Information System - Computer Hardware: Input, Output and Storage Devices - Computer Software: System Software and Application Software - Computer Programming - Programming Languages- Recent trends in Hardware and Software.

UNIT - IV

Data Base - DBMS - Communication: Methods and Media - Telecommunication System – Network - Types of Network.

UNIT - V

E-Business - Function of E-Business - Developing E-Business Strategies- Implementing E-Business System.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. James O'Brien, "Management Information Systems".
2. Gupta .S.K, "Management Information Systems".
3. Sadagopan "Management Information Systems".
4. Goyal, "Management Information Systems".
5. Kenneth .C.Laudon & Jane P.Laudon, "Management Information Systems".

PART I - PAPER III – 7. ACCOUNTING AND TAXATION

UNIT - I

Accounting Concept - Convention and principles - Scope for Accounting Information- Users' information needs – Inter relationship between Financial, Cost and Management Accounting.

UNIT - II

Role of Accounting Association & Institution - Accounting Standards - International Accounting Standards – Computerized Accounting & Software Packages - Analysis of Financial statements – International Financial Reporting Standards (IFRS) – Accounting for Price level changes.

UNIT - III

Meaning & need for Human Resource Accounting - Objectives and Significance of Human Resource Accounting- Methods of Human Resources Accounting - Human Resources Accounting in India.

UNIT - IV

Basic Concept in Income tax – Income – Assessee - Previous year - Assessment year –Person - Residential Status – Scope of Total Income - Exempted Incomes - Computation of Income from Salary and House Property.

UNIT - V

Computation of Income from Business and Profession, Capital Gains and Income from other Sources - Deduction from Gross Total Income - Set off and Carry forwarded of losses – Computation of Total Income and Tax Liability.

NOTE: The Question Paper shall cover 40% theory and 60% problem.

REFERENCES:

1. Porwal .L.S, “Accounting Theory An Introduction”
2. Shukla .M.C & Grewal .T.S “Advanced Accounting”
3. Khan and Jain “Advanced Accounting”
4. Jain & Narang – “ Advanced Accounting”
5. Dr.Vinod K. Singania, “Tax Man”
6. Gaur.V.K, and Narang K.L, “Income Tax Law and Practice”
7. Mehrotra .H.C and Goyal, “Income Tax Law and Practice”.

PART I - PAPER III – 8. INSURANCE AND RISK MANAGEMENT**UNIT - I**

Definition – Nature and Function of Insurance – Principles of Insurance – Evolution of Insurance kinds – Insurance Organisation in India – Use of Insurance – essentials of insurance contract – Difference between different types of Insurance Contract.

UNIT - II

Nature of Life Insurance contracts – Classification of Policies; According to duration – Premium Payment Participation in Profit – Number of Lives Covered – Method of Payment of Claim Amount on Non-Convention Policies ANNUITIES – Calculation of Premium – Lapses and Renewals – Surrender Values life Insurance for the under privileged –Claims – Double Insurance.

UNIT - III

Risk: Selection of Risk – Factors Affecting Risk – Sources of Risk – Information Classes of Risk – Methods of Risk Classification – Measurement of Risk – Mortality Table – Construction – Types – Types and Treatment of Sub-Standard Risk – Conditions Relating to Commencement of Risk.

UNIT - IV

Marine Insurance: Origin – Definition - Features – Kinds of Policies – Clauses in Policy Premium Calculation – Marine Loss – Settlement of Claims Progress of Marine Insurance Business in India. Fire Insurance: Features – Kinds of Policies – Policies Conditions Rate Fixation – Surveys and Inspection – Payment of Claims – Reinsurance – Renewals Progress of Fire Insurance.

UNIT - V

Miscellaneous Insurance: Motor Insurance – Burglary Insurance – Agricultural Insurance – Personal Accident and Sickness Insurance – Aviation Insurance – Rural Insurance in India – Urban Non Traditional Insurance. IRDA – Private and Foreign Insurance Companies in India.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. Arifkhon M “Theory and practices of Insurance Education”, Book House, Aligah.
2. Kothari and Bahi, “Principles and Practices Insurance”.
3. Sharma R.S, “Insurance: Principles and Practices”, Vora Bombay.
4. Srinivasan M.N, “Principles of Insurance Law”, Ramanujn Publishers, Bangalore.
5. Mishra M.N. “Insurance Principles are Practices” (1999) S.Chand & Co, NewDelhi.

PART I - PAPER III - 9. HUMAN RESOURCE MANAGEMENT

UNIT - I

Human Resource Management – Meaning –Definition –Importance- Historical perspective of the personnel function – Scope of Human Resource Development – Functions – Manpower planning – Executive resources planning- New Trends in HRD. HRD Education – corporate application- Evaluation HR Management.

UNIT - II

Human Resource Planning – Steps in the Human Resource Planning Process- Selection- Recruitment – Training and its types- Principles of Training- Organisation Development- Performance appraisal- Promotion.

UNIT - III

Role of psychology in HRD and Management – Industrial psychology- Human Relations, Employees morale- Measures to improve morale- Job Satisfaction –Motivation – Theories – Leadership –Theories – Group Dynamics.

UNIT - IV

Individual and Personality – Characteristics and Traits of Personality- Personality Development – Theories of Personality - Learning Importance and Types of Learning. Trade Unions and worker Satisfaction in Management.

UNIT - V

Human Resources Information System: Resources Accounting Vs Human Resource Information System – HRM Research and Audit – HRM in changing Environment – International HRM- Managing Human Resource in Virtual Organizations

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. N.S Gupta, “Organisation Theory and Behaviour”, Himalayas Publishing House, New Delhi.
2. Rudrabasavaraj, “Dynamics for Personnel Administration” Himalayas Publishing House, New Delhi.
3. CB Memoria, “Industrial Relations”
4. Dale Yoder, “Personnel Management and Industrial Relations”
5. Michael, “Organisational Behavior & Management Effectiveness”
6. Fred Luthans, “Organizational Behaviour”
7. H.Peeru Mohamed & A Sagadevan, “Customer Relationship Management”, Vikas publication.

PART I - PAPER III – 10. ENTREPRENEURIAL DEVELOPMENT**UNIT - I**

The Entrepreneurial Culture and Structure – Competing Theories of Entrepreneurship – Entrepreneurial Traits – Types – Behavioral Patterns of Entrepreneurs – Entrepreneurial Motivation – Establishing Entrepreneurial Systems – Ideas Processing , Personnel – Financial – Information and Intelligence , Rewards and Motivation – Role of Industrial Fairs.

UNIT - II

Search for a Business Idea , Sources and Selection – Project Classification and Identification – Constraints – Feasibility, Project Objectives , Design and Appraisal – Network Analysis (PERT, CPM) , Activity Performance – Time Schedules.

UNIT - III

Financial Analysis – Capital Cost, Operating Cost Estimation and Budgeting under uncertainty Risk and Inflation –Social Cost Benefit Analysis, Sources of Project Finance, Credit Facilities – Evaluation by Financial Institutions – Role of Consultancy Organizations – Uses of Leasing Arrangements.

UNIT - IV

Institutions Providing Technical, Financial and Marketing Assistance - Setting Quality Standards - Entrepreneurship Development Programmes in India – Prospects.

UNIT - V

Steps for Starting a Small Industry – Selection of Types of Organization – Central Govt. Schemes and State Govt. Schemes & Incentives to SSI – Registration: Registration and Licensing Requirements for VAT, Excise Duty – Incentives for Export & Imports – Import of Capital Goods and Raw Materials – Sickness and Survival of SSI.

NOTE: The question paper shall cover 100% theory.

REFERENCES:

1. N .S Gupta, “Organisation Theory and Behaviour”, Himalayas Publishing House, New Delhi
2. Rudrabasavaraj, “Dynamics for Personnel Administration” Himalayas Publishing House, New Delhi
3. Joseph M Putti, “Personnel Management” S. Chand
4. Michael, “Organisational Behavior & Management Effectiveness”
5. Peeru.H Mohamed & Sagadevan .A, “Customer Relationship Management”, Vikas Publication.
6. Badi.K & Badi, “Entrepreneurship Development”.