

BHARATHIAR UNIVERSITY , COIMBATORE 641 046

M.Phil Syllabus - Corporate Secretaryship

With effect from 2008-2009

**Part – I: Paper: 1 : Teaching Techniques / Pedagogical Methods in
Corporate Secretaryship**

Objectives :

At the end of the course, the scholars will be able to

1. Understand the meaning, scope and concept of Education, Educational Technology, Instructional Technology and Educational Evaluation.
2. Appreciate the contributions made by philosophers and psychologists to the field of education.
3. Review the relative effectiveness among the different methods and techniques of teaching and learning in Higher Education.
4. Discriminate among different types of tests meant for students' evaluation, diagnose the learning problems of the students and take remedial measures.
5. Be aware of the web based communication strategies for professional development and be benefited of the e-resources in Education.

SYLLABUS

UNIT- I Higher Education and Learning

Historical Perspectives ...Objectives and Role of Higher Education ... Learning and Learning Hierarchy ... Information Processing ... Learning Events and Outcomes ...Motivation.

UNIT- II Teaching Technology: Designs

Teaching Technology: Meaning, concept and scope ... instructional Designs: Objective based, Skill based, Competency based, Learning style based and Model based.

UNIT – III Large Group Techniques:

Lecture, Modified Lecture, Seminar, Symposium, Panel Discussion, Team Teaching, and Workshop ... Small Group Techniques: Group Discussion, Simulation, Role Playing, Buzz Technique, Brain Storming, Case Discussion and Assignment ... Systems Approach in Education.

UNIT – IV Measurement and Evaluation in Education

Educational Evaluation; A Conceptual Framework ... Methods of Evaluation ... Self Evaluation and Student Evaluation in Higher Education ... Question Banking.

UNIT – V Electronic Media in Education

Instructional Media: Concept, Selection, Use and Variety e-Learning V
Resources: e-Learning, e-books, e-journals,etc.....Web-based Learning: Access to web Learning.

TEXT BOOKS:

For Units I to IV

Vedanakyagam, E.G. (1989) Teaching Technology for College Teachers . New Delhi: Sterling Publishers (P) Ltd.

For Unit V

Rajasekar, S. (2005) Computer Education and Educational Computing, Hyderabad: Neelkamal Publications.

BOOKS FOR REFERENCE:

Kumar,K.L.(1997) Educational Technologky, New Delhi:New age International (P) Ltd.
Sampathkkumar, K., Paneerselvam, A and Santhanam, S. (1990) Introduction to Educatiional Technology, New Delhi: Sterling Publiskhers (Pvt) Ltd.

Tonky Bates, A.W. (2005) Technology, e-Learning and Distance Education, New York: Routledge.

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M.PHIL CORPORATE SECRETARYSHIP

**Part-I: Paper - II : RESEARCH METHODOLOGY AND TRENDS IN
CORPORATE SECRETARYSHIP**

Unit I: Overview of Research Methodology : Meaning – Objectives & importance of research in decision making – Research process – Types - Research design – Factors affecting research design – Review of Literature – Research Problem.

Unit II: Sampling and Data Collection: Methods of Sampling – Sample Design – Pilot study, Sample size , Errors in sampling and Control – Factors affecting the size of sampling – Essential of good Sampling - Types of Data – Primary and Secondary data - Sources of Data – Data processing – Coding, Editing, Classification ,Tabulation and Interpretation of Data.

Unit III: Measures of Relationship: Correlation – Meaning, Types, Methods of studying Correlation, Probable errors – Partial Correlation – Multiple Correlation – Regression lines, equations – Standard error of estimate – Multiple Regression analysis.

Unit IV: Testing of Hypotheses: Hypothesis –Meaning – Errors – Two tailed and one tailed test of Hypothesis – Significance tests for Small and Large Samples – T test, Z test, F test ,Chi-square test and ANOVA.

Unit V: Report writing: Role and Types of Report – Contents of Report – Steps involved in drafting Report – Layout of Report – Principles of good Report writing – Referencing – Criteria for evaluating Reports / Research Findings.

References:

1. C.R. Kothari, Research Methodology.
2. K.V. Rao, Research Methods for Management & Commerce.
3. P. Saravanavel, Research Methodology, Kitab Mahal, New Delhi.
4. Donald R. Cooper and Pamela S. Schinder, Business Research Methods.
5. Pattanchetti, Social Science Research, Rainbow, Coimbatore.

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M.PHIL CORPORATE SECRETARYSHIP

PAPER III – SPECIAL PAPER

1. CORPORATE MANAGEMENT – LAW AND PRACTICE

UNIT – I

Corporate Governance – concept of Corporate Governance in private and public enterprises – Emerging profile of a responsible company concept of public interest in Company Law institution of Directors composition of boards decision making of board and evaluation of boards effectiveness- Board committees and their functioning – constraints of effective Board Functioning – Socio-Political and legal aspects of Board’s responsibilities – shareholders democracy. Rationale of public sector in India – Forms and management of public enterprises.

UNIT – II

Capital Market – Structure of Indian Capital Market – New Issues Market – Stock Exchanges- Function – SEBI – role of SEBI in investors protection – OTCEI – National Stock Exchange.

UNIT – III

Financial Services – meaning, nature and types .Factoring, forfeiting credit cards- credit rating services- lease Financing and venture capital financing.

UNIT – IV

Management of Global Operations: Listing abroad – Joint ventures- Foreign Collaborations- Regulating Frame work for Export Trade Management.

UNIT – V

Sources of Long term Finance-Primary Market for Long term Securities in India- Financial Management in Public Sector Enterprises-Corporate Financial Models-Inflation and Financial Management.

Reference Books:

1. I.M.Pandey, Financial Management
2. Corporate Management – Sen Gupta.
3. Relevant Publications of Institute of Company Secretaries of India.
4. Financial Management.Theory and Practice- Prasanna Chandra
5. Laxmi Narain, Principles and Practice of public enterprises management.

2. HUMAN RESOURCE MANAGEMENT

UNIT – I

Human Resource Management – Meaning – Significance- Functions –Strategy and tactics-Evolution and Development of HRM- Job design-Job Analysis –Job description – Job specification.

UNIT-II

Recruitment-Definitions-Objectives, Corporate Mission-Objectives-strategies-tactics and recruitment-Sources and Techniques of recruitment. Selection, Placement and Induction- Human Resource Development: Conceptual Analysis.

UNIT-III

Performance Appraisal-Methods-System- Counselling – Managerial appraisal. Employee training-Learning and Teaching – Training methods- Training procedure-Evaluation of training Programme. Management development – career planning and development.

UNIT-IV

Internal Mobility and External Mobility-Organizational change and development-Job Evaluation – Wage and salary administration- Fringe Benefits-Human Relations.

UNIT-V

Globalization and Human Resource Management- Introduction- Impact on employment , Human Resource Development, Wages and Benefits, Trade Unions, Collective Bargaining, Participative Management and Quality Circles. Total Quality and Human Resource Management

REFERENCE BOOKS:

1. Essentials of Human Resource Management and Industrial Relations – P.Subba rao.
2. Human Resource Management – L.M.Prasad.

3. ECONOMIC LAW AND PRACTICE

UNIT – I

The Industries Development and Regulation Act, 1951- Objects and definition, regulatory mechanism under the Act- registration and licensing of industrial undertakings, exemptions from licensing provisions; Central Governments power with regard to take-over of management of industrial undertakings – investigation and take-over of management- effects of central Governments orders- offences and penalties- miscellaneous provisions.

UNIT – II

Foreign Exchange Management Act, 1999- Definition- Regulation and management of Foreign Exchange –Dealing, Holding current and capital account transaction- Export of goods and services, realization and exception, Authorised person – RBI Powers, penalties, Appeal of enforcement.

UNIT – III

The Consumer Protection Act, 1986- objects – definitions- rights of consumers under the Act – nature and scope of remedies.

UNIT – IV

Trademark Act 1999- Meaning- Definition- Functions-uses-Essential features of trademark- Registration of Trademark-Different types of trademark. Service mark - well known mark, collective mark. TRIPS Agreement of the WTO. Powers and functions of Registrar-Effect of Registration-Infringement and Passing-off of action

UNIT – V

Patent-Introduction-TRIPS Agreement of WTO and patents-National law of patents- Historical Perspective of Law of Patents in India-Register of patents –Patent office and its establishment-Suits concerning Infringement of patents-Appeals to the Appellate Board- Penalties.

Reference Books:

1. Relevant Publications of Institute of Company Secretaries of India.
 2. Handbook of Consumer Protection Law- Dr.K.R.Chandratre, published by vidhi publishing, New Delhi.
 3. Law of Intellectual Property – Dr.S.R.Myneni, Published by Asia Law House, Hyderabad.
 4. Intellectual Property Rights and the Law – Dr.G.B.Reddy, Published by Gogia Law Agency, Hyderabad
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