

**MOTHER TERESA WOMEN'S UNIVERSITY  
KODAIKANAL**

**DEPARTMENT OF COMMERCE**

**M.PHIL COMMERCE**



**SYLLABUS TO BE IMPLEMENTED FROM THE  
ACADEMIC YEAR**

**2021-2022**

**(CHOICE BASED CREDIT SYSTEM)**

**SYLLABUS, REGULATION AND SCHEME OF  
EVALUATION**

**M.PHIL (COMMERCE)****Under Choice Based Credit System**

(Regulation and Syllabi with effect from the Academic year 2021-2022)

**Programme Specific Outcomes**

On successful completion of M.Phil., Commerce Programme, the scholars would be able to

**PSO 1** : demonstrate an extensive and in-depth knowledge on research methodology and in the area of specialisation.

**PSO 2**: communicate the research ideas proficiently, write analytically and clearly present complex information to different groups

**PSO 3** : identify the research problems, formulate and test hypotheses, analyse, interpret and draw conclusion on the basis of empirical and analytical data

**PSO 4** : engage research independently through life long learning in contemporary areas of commerce

**Eligibility:**

A candidate with postgraduate degree in Commerce, International Business, Business Administration, Bank Management or any related discipline with minimum of 55% marks.

**Duration:**

One year

**Medium of Instruction:**

English only

**Examinations:**

The M.Phil, program in commerce comprises of Theory courses (3 in the 1<sup>st</sup> Semester and 1 in the 2<sup>nd</sup> Semester) and one Dissertation cum Viva – Voce. Paper I, II, III and IV are common for all the candidates.

**The scheme of Examination is as follows:**

		<b>CIA Marks</b>	<b>ESE marks</b>	<b>Total marks</b>	<b>Hours</b>	<b>Credits</b>
<b>I Semester</b>						
M21COT11	Research Methodology	40	60	100	10	4
M21COT12	Research for Business decision	40	60	100	10	4
M21PST13	Professional Skills	40	60	100	10	4
<b>II Semester</b>						
M21COT21	Area Paper	40	60	100	10	4
M21COD21	Dissertation & Viva Voce	120	80	200	20	14
<b>Total</b>				<b>600</b>	<b>60</b>	<b>30</b>

- Any new course (Area Paper) can be added as a special paper by getting permission from Board of Studies and Academic Committee.

**Attendance:**

- Normally a student must secure a minimum of 80% attendance to become eligible to take the End – Semester Examination (ESE) in a course. However, condonation of shortage of attendance may be granted on genuine medical grounds upto a maximum of 10% of the contact days. For this purpose, the student must, immediately upon returning to class after the period of illness, apply for the condonation, submitting valid medical certificate (s) from registered medical practitioner (s) through his/her advisor to the Head of the Department (HOD), who will decide upon the application for condonation of shortage of attendance. Medical certificates submitted on the eve of the ESE will not be accepted.
- If a student who has no genuine medical grounds and has earned 70% or more but less than 80% of attendance in a course in a semester that student will be debarred from the ESE in that course in that semester. However the student may take the ESE when offered in later semester.
- If a student has earned less than 70% attendance, that student will be debarred from the ESE in the course and the statement of grades will read IA (Inadequate Attendance) against that course. Such a student must repeat that course when offered in a later semester. Attendance in a course will always be reckoned from the days of joining the course to the last day of the course.

**Redoing of the courses**

A student who has been debarred from the ESE for lack of attendance must repeat the course at the later semester, paying the prescribed fees for the course. No student will be permitted to repeat a course or reappear for a CIA test or an ESE for improvement of Grade Points. A student, who has fulfilled all the course requirements but has not been able to take the ESE alone, can take the same at a later semester. A student who has failed in an ESE need take only the ESE in that course when it is next offered. Such students need take only the fee for ESE of the course.

Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HOD on before 5<sup>th</sup> June (of redoing of old semester courses) or 5<sup>th</sup> November (for redoing Even Semester Courses) every year.

A student may be permitted to break his/her study on valid grounds. Such break of study is entertained only if the student has completed at least two semesters of student. For availing break of study, the student has to apply to the Registrar along with the recommendations of the Class Advisor and the HOD in the format prescribed enclosing documentary evidences(s) as a proof for his/her claim for break of study and after paying prescribed fee. Unauthorized break of study will not be permitted under any circumstance. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

**Assessment:**

Assessment of the students will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 40:60.

**Continuous Internal Assessment (CIA)**

The CIA marks shall be awarded based on the following:	Marks
Scores of Best two tests out of three tests	20
Assignment	10
Seminar/Quiz	10
<b>Total</b>	<b>40</b>

**End Semester Examination (ESE):**

Except in the case of Project-work Summer Placement Training and exclusively practical/ field placement courses, the ESE will consist of a written examination of three hours duration reckoned for a maximum 60 marks.

Part-A (5\*12=60)

5 Questions out of 10

**Time extension for submission of Dissertation:**

Extension for submission of dissertation shall be granted as per the University norms and conditions.

**Passing Minimum Marks:**

There will be no minimum for internal assessment in papers I, II, and III. A candidate will be declared to have passed in a course if she gets a minimum of 50% marks in the University examination and 50% marks in total, putting together the continuous internal assessment marks and University examination marks in that course. A candidate should have secured 50% in Dissertation and Viva-Voce to get a pass.

**Classification of Candidates**

If a candidate secured 60% and above in both the parts put together, she is deemed to have passed in First Class.

If a candidate secured 50% and above but less than 60% in both the parts put together, she is deemed to have passed in Second Class.

If a candidate secures less than 50% in both the parts put together, she is deemed to have failed in the course.

**Failed Candidates:**

A candidate who fails in any course/courses may appear again in those course/courses as per University rules.

**Completion of the program:**

The students have to complete their program within 3 years from the completion of the duration of program, failing which their registration will stand automatically cancelled and they to register afresh, if they want to pursue the program.

**Award of degree:**

A student will be declared to be eligible for the award of a degree if she has:

- Registered for and undergone all the courses under the different parts of the curriculum of her program.
- No dues to the University, hostel, NSS, Library, Clubs, Associations etc., and
- No disciplinary action pending against her.

**Other regulations:**

Besides the above, the common regulations of the University shall also be applicable to this program.

**M21COT11 - RESEARCH METHODOLOGY****(4 Credits)****Objectives:**

- To develop the theoretical knowledge in research and develop the skill of designing and adhering to the appropriate methodology for improving the quality of research.

**COURSE OUTCOMES**

Upon Completion of the course, the students will be able to

CO1: understand and remember the research design, sampling design, parametric and non parametric tests and method of writing a research report

CO2: identify the tools for analysis of data and develop the null hypotheses

CO3: classify the parametric and non parametric tools

CO4: assess the different sampling methods and procedure for writing a research report

CO5: develop the research design and construct a sampling design for a research problem

**CO- PO Mapping (Course Articulation Matrix)**

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	3	3	3	3	9
CO2	9	3	9	9	3	3	9
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	9	3
CO5	9	9	9	9	9	9	9
Weightage	45	33	39	39	21	33	39
Weighted percentage of Course contribution to POs	25	26.19	26	26	26.92	26.19	25

**Unit I: Introduction to Research**

Research – Meaning – Purpose - Types of research – Significance of research in Business Sciences. Steps in Research – Identification, Selection and Formulation of Research Problem – Research Questions – Research Design – Hypothesis: Concept, Sources and Types – Formulation of Hypothesis for testing – Review of Literature: Nature and Purpose.

**Unit II: Sampling**

Sampling – Sampling Theory – Types of Sampling – Probability and Non Probability Sampling – Steps in Sampling – Advantages and Limitations of Sampling – Sampling and non – Sampling Errors – Estimation of Sample size – Desirability and precautions.

**Unit III: Data collection**

Collection of data – Primary data – Interview – Questionnaire – Observation – Experimental and Case study – Types thereof – suitability of each mode – Pretest – Pilot study – Secondary data: Nature, Sources, Desirability and precautions.

**Unit IV: Analysis of Data**

Processing the data – checking – Editing – Coding – Transcription and Tabulation – Analysis – Use of Measuring of Central tendencies in research – Use of Measuring of Central tendencies in research – Use of Measures of Dispersion in Research – Use of Measures of Relationship like simple, Multiple and Partial Correlation and Regression Analyses in research – Use of Association of Attributes – Hypothesis Testing: Z, t, F and Chi-square tests and uses – Interpretation of data – Uses and Limitations – Skills needed for right interpretation. Non-parametric Tests: Nature and Significance – Sign Test, Run Test and Mann – Whitney U test - Kursal Wallis Test.

### **Unit V: Research Report**

Structuring the Research Report: Chapter Format – Pagination – Indentation – Using Quotations – Presenting Foot – notes – Abbreviations – Presentation of tables and figures – Referencing – Documentation Use and Format of appendices – Indexing – Technique, Style and Linguistic aspects of report writing.

#### **Reference Books:**

- Methods in Social Research, William J. Goode and P.K. Hatt, McGraw-Hill Inc., US, 1952.
- Handbook of Qualitative Research, Norman K Denzin and Yvonna S. Lincoln, Sage Publications Inc., 2017.
- Business Research Methods, C.William Emory and Donald R. Cooper, Irwin Professional Publishing, 1991.
- Business Research Concepts and Practice, Robert G. Murdick and Donald R. Cooper, 1982.
- Adventures in Social Research: Data Analysis Using IBM SPSS Statistics, Earl R. Babbie, William E. Wagner and Jeanne S. Zaino, Sage Publishing House, 2021
- Thesis and Assignment Writing, Anderson, Wiley–Blackwell, 1990.
- Research methods in Commerce, Amarchand D (Ed), Emerald Publications, 1987.
- Methodology of Research in Social Science, O.R. Krishnaswami & M. Rangatham, Himalaya Publishing House, 2011.

**M21COT12 – RESEARCH FOR BUSINESS DECISIONS****(4 Credits)****Objectives:**

- To provide a framework of knowledge relating to business strategies, marketing, personnel, and Capital market decisions through research with relation to current scenario.

**COURSE OUTCOMES**

Upon Completion of the course, the students will be able to

CO1: understand the research for business decisions

CO2: understand the research for marketing decisions

CO3: understand the research for personnel decisions

CO4: understand the organizational research

CO5: understand the capital market research

**CO- PO Mapping (Course Articulation Matrix)**

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	3	3	3	3	3
CO2	9	3	3	3	3	3	9
CO3	9	3	9	9	3	3	9
CO4	9	9	9	9	3	9	9
CO5	9	9	9	9	3	9	9
Weightage	<b>45</b>	<b>27</b>	<b>33</b>	<b>33</b>	<b>15</b>	<b>27</b>	<b>39</b>
Weighted percentage of Course contribution to POs	25	21.43	22	22	19.23	21.43	25

**Unit I: Business Decision**

Business Decisions: Concept and Process – Research as a decision support system – Component Business Research Dimensions – Environmental Research – Research on Functional areas – Policy Research and Institutional Research in the context of Liberalization, Privatization – Research on Enterprises and Entrepreneurs.

**Unit II: Marketing Decision**

Research for Marketing Decisions: New Product Development Research – Research on brand equity and preferences – Research on pricing Strategies – Research on distribution channels – Research on salesmanship qualities and effectiveness – Research on advertisement copy – Research on creativity in advertisement copies – Research on media effectiveness –Market segmentation – Export marketing – Research on marketing information system.

**Unit III: Personnel Decisions**

Research for Personnel Decisions: Leadership: Traits, style and effectiveness – Research on employee motivation, absenteeism, Job Satisfaction, Welfare measures, Quality of work life and participation in management – Research on personnel information system.

**Unit IV: Organizational Research**

Organisational Research: Strategic alliance and Divorces – Mergers and Acquisition – Disinvestment – Reorganizations – Re-engineering – Corporate Governance – Ethics - Social Responsibility.

**Unit V: Capital Market Research**

Capital Market Research: Primary market and Secondary Market - Trend, Volatility and determinants – Mutual funds – Investor behavior and protection – Behavioural finance - Global capital market instruments and institutions – Capital market information system

**Reference Books:**

- Fundamentals of Marketing, William J. Stanton, Michael J. Etzel and Bruce J. Walker, McGraw-Hill Inc., US, 1991.
- Marketing Management, Philip Kotler and Keven Lane Keller, Pearson Education India, 2015.
- Principles of Personnel Management, Edwin B. Flippo, McGraw-Hill International Editions: Management Series, 2016
- Industrial relations, Sharma, A M, Himalayan Publishing House, 2011
- Financial Management, Pandey, L M, Pearson Publications, 2021
- Financial Management, Paramasivan.C and Subramanian.T, New Age International (P) Limited Publishers, 2018
- International Finance, Apte, P G., McGraw Hill Education (India) Private Limited, 2014
- Organizational Behaviour, Stephen P. Robbins, Timothy A. Judge and Neharika Vohra, Pearson Education, 2018.
- Strategic Management, Shic Ramu
- Strategic Management, Chandan J.S. & Gupta, Nitish Sen, Vikas Publishing House Pvt. Ltd., 2011
- Financial Management, Prasanna Chandra, McGraw Hill Education (India) Private Limited, 2020.

**M21COT21-AREA PAPER****Credit: 4****Course Outcomes**

Upon the completion of the course, the students will be able to

CO1 : explain the fundamentals of paper

CO2 : study the literature of previous studies

CO3 : study the overview of the study area

CO4 : analyse the study with the appropriate tools.

CO5: study the total research undertaken and main findings of the research.

**CO- PO Mapping** (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	3	3	3	3	3
CO2	9	3	3	3	3	3	9
CO3	9	3	9	9	3	3	9
CO4	9	9	9	9	3	9	9
CO5	9	9	9	9	3	9	9
<b>Weightage</b>	<b>45</b>	<b>27</b>	<b>33</b>	<b>33</b>	<b>15</b>	<b>27</b>	<b>39</b>
Weighted percentage of Course contribution to POs	25	21.43	22	22	19.23	21.43	25

**M21COD21– DISSERTATION AND VIVA VOCE****Credits: 14****CO-PO Mapping:**

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	3	3	3	3	9
CO2	9	3	9	9	3	3	9
CO3	9	9	9	9	3	9	9
CO4	9	9	9	9	3	9	3
CO5	9	9	9	9	9	9	9
Weightage	45	33	39	39	21	33	39
Weighted percentage of Course contribution to POs	25	26.19	26	26	26.92	26.19	25

**RULES GOVERNING DISSERTATION AND VIVA VOCE**

1. A student shall be permitted to undertake research work only after the completion of the Course Work as per the minimum qualifying requirements prescribed by the College/University.
2. Each student shall select a topic for her dissertation in consultation with her guide and the Head of the Department.
3. Students shall carry out their project work either in campus or field work. The student must earn a minimum attendance of 75% during the tenure of the research work. Students undergoing off-campus project work should perform their work in a recognized / approved research institution company and get attendance certificates from the authorized persons concerned. The certificates obtained from the organizations in which the students have carried out their project work, have to be included in the dissertations. Students have to attend at least two review meetings during the period of the research work and present the status of the on-going research work in the presence of the faculty members of the Department.
4. The dissertation should contain at least 80 pages in A5 format excluding bibliography and appendices.
5. Prior to the submission of the dissertation, each student should present her research work in a colloquium for getting feedbacks and comments which may suitably be incorporated into the draft of dissertation under the advice of the supervisor.
6. Each student should submit three hard copies (all hard-bound copies) and one soft copy of her dissertation for evaluation.
7. The dissertation should be submitted to the Controller of Examinations through the Guide and Head of the Department along with the certificate from the guide for the research work having been presented in the colloquium by the student and countersigned by the Head of the Department.
8. **Last date for the submission of dissertation:**  
The student who has successfully completed the papers prescribed for the Course Work in one sitting should submit the dissertation on or before 31<sup>st</sup> May. The dissertations which are submitted after 31<sup>st</sup> May will not be considered for ranking purpose. The student who has completed the Course Work in more than one sitting should submit the dissertation in the sixth month (for full-time student) / twelfth month (for part-time student) from the date of qualifying in the papers prescribed for the Course Work.

9. For resubmission of the dissertation or reappearance in the *viva voce*, the student has to pay a fee as prescribed by the Principal.
10. Any other unforeseen problems / situations, not mentioned above if arise regarding the dissertation and *viva voce*, will be placed in the Academic Committee and suitably resolved.

By the end of program duration a Dissertation is to be presented by each student. The Dissertation must exhibit knowledge and skills of formulating research objectives and hypotheses, designing of good research tools, collecting relevant data, analyzing and interpreting the data, writing a lucid and purposeful report.

For this purpose, each research student will be placed under the guidance of a faculty member. The dissertation is to be assessed separately by the guide-cum-supervisor and an external examiner. The Dissertation carries 100 marks. The Viva-Voce is conducted for only for those who get minimum 50% pass marks in the Dissertation by a Board of Examiners consisting of Guide and HOD/Senior Professor in the department. A minimum of 50% is needed for a pass.

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