

**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.**

*(An Autonomous Institution – Affiliated to Madurai Kamaraj University)*

Re-accredited (**3<sup>rd</sup> Cycle**) with Grade **A<sup>+</sup>** & **CGPA 3.51** by NAAC

## **DEPARTMENT OF COMMERCE-M.Phil**



**CBCS**

**MASTER OF PHILOSOPHY**

**COURSE STRUCTURE**

(w.e.f. 2021 – 2022 Batch onwards)

**E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI-14.****(An Autonomous Institution Affiliated to Madurai Kamaraj University)****Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> and CGPA 3.51 by NAAC****CBCS****DEPARTMENT OF COMMERCE- M.Phil****( w.e.f 2021 – 2022 onwards )****COURSE STRUCTURE – SEMESTER WISE**

Sem	Sub Code	Title of the Paper	Hrs Per week	Exam Duration	Maximum Marks		
					Int	Ext	Total
I	16LC11	Research Methodology	6	3	40	60	100
	16LC12	Advanced Financial Management	6	3	40	60	100
		(**) Optional Papers	6	3	40	60	100
II	16LCPD2	Dissertation	6	3	40	60	100
	16LCPV2	Viva Voce	6	3	-	100	100
		<b>Total</b>	<b>30</b>				

**ELECTIVE**

(\*\*) One paper from the following four papers may be chosen as optional.

16LCO1A- Human Resource Management

16LCO1B- International Marketing

16LCO1C- Financial Markets and Institutions

16LCO1D- Entrepreneurial Development

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**DEPARTMENT OF COMMERCE- M.Phil**  
**( w.e.f 2021 – 2022 onwards )**

<b>Title of the Paper</b>	<b>:</b>	<b>Research Methodology</b>	
<b>Semester</b>	<b>:</b>	<b>One</b>	<b>Contact Hours : 6</b>
<b>Sub Code</b>	<b>:</b>	<b>16LC11</b>	

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**Objectives:**

1. To develop the skills for identification and diagnosing of research problems.
2. To enhance the analytical skills of students for interpreting and presenting data in the form of report.

**UNIT : I**

Introduction to research – Definition – Objectives - Qualities of a researcher –Methods of Research –Survey Method, Case Study-Experimental- Identification, Selection and formulation of a research problem – Defining the problem – Specifying objectives and preparing outlines - Research Design– Exploratory – Descriptive and Experimental steps in research design– Formulation of Hypothesis – Review of Literature.

**UNIT : II**

Collection of data - Source of data – Primary and secondary data – Methods of collecting Primary data – Questionnaire – Interview Schedule and observation –Mail and E-Mail Surveys - Pilot Study - Pre testing - Internet Sources- Data base –Web sites available for data collection.

**UNIT: III**

Sampling – Meaning – Significance of sampling – Sampling size – Sampling Design- Procedures-Types of sampling – Random and Non-Random sampling – Sampling error- Sampling Distribution – Processing of data – Editing – Coding – Classification – Tabulation.

**UNIT: IV**

Analysis of Data – Correlation – Regression – Time series - Testing of Hypothesis – Meaning of Hypothesis– Definition-Types -Level of Significance – Critical Region Tests of Goodness of Fit, ‘t’ Test, ‘f’ Test – Chi-Square Test – ANOVA – Sign test – Rank Sum Test.

**UNIT: V**

Interpretation and Report writing – meaning and techniques of interpretation – precautions - Lay out of a report – Essentials of a good report - Types of Report – Bibliography and footnote (Using APS Style).

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

**Books for Study:**

1. Devendra Takkur, *Research Methodology in social Science*, Deep & Deep Publications, New Delhi 2001.
2. Kothari.C.R, *Research Methodology- Methods and techniques*, Wishwa Prakashan., 2010.
3. Ravilochanan.P, *Research methodology*, Margham Publications, 2009.

4. Thanulingam. N, *Research Methodology*, Himalaya Publishing House, Mumbai, 2010
5. Wilkinson and Bhandarkar, *Methodology and Techniques of Social Research*, Himalaya Publishing House, Mumbai 2001.
6. S.P.Gupta, *Statistical Methods*, Sultan Chand Co Ltd., New Delhi-2012.

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**DEPARTMENT OF COMMERCE- M.Phil**  
**( w.e.f 2021 – 2022 onwards )**

<b>Title of the Paper :</b>	<b>Advanced Financial Management</b>	
<b>Semester :</b>	<b>One</b>	<b>Contact Hours : 6</b>
<b>Sub Code :</b>	<b>16LC12</b>	

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**Objectives :**

1. To understand the various tools and techniques of Financial Management.
2. To enable the students to acquire analytical skills in business decisions.

**UNIT : I**

Financial Management – Nature, scope and objectives,-- Working capital management – Concept, need and Determinants- Estimation of working capital – Inventories Management- Receivables Management – Management of cash.

**UNIT : II**

Cost of capital – Meaning, Significance and Computation - Long term investment decisions – Capital budgeting methods – Risk Analysis

**UNIT : III**

Financial Decisions – Capital Structure – Determinants–Theories of Capital Structure- Capitalization – Over and under Capitalization.- Leverages- Types - Operating, Financial and Composite Leverages.

**UNIT : IV**

Dividend policy – Dividend policy decisions – Different Dividend Theories – Walter and Gardon Model- Modigliani and Miller's Model –Forms of Dividend –Factors Determining dividend Policy.

**UNIT : V**

International Financial Management – Foreign Currency management – Mergers – Amalgamations and Acquisitions – Corporate Restructuring(Theory only).

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

**Books for Study:**

1. Khan. M.Y & Jain . P.K,*Financial Management* , Tata McGraw Hill Pvt Ltd,NewDelhi,2010
2. Kulkarni. P.V & Satyaprasad . B.G,*Financial Management*, Himalaya Publishing House, Mumbai, 2011
3. Maheswari. S. N, *Financial Management*, Sultan Chand & Sons, NewDelhi,2004.
4. Ramachandran .R& Srinivasan.R, *Financial Management*, Sriram Publications, Trichy , 2010.
5. Shashi k.Gupta, Sharma.R.K, *Financial Management*,Kalyani Publishers-New Delhi,2011

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**DEPARTMENT OF COMMERCE- M.Phil**  
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**Title of the Paper : Elective –Human Resource Management**  
**Semester : One Contact Hours: 6**  
**Sub Code : 16LC01A**

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**Objectives :**

1. To enable the students to acquire knowledge in Human Resource Management.
2. To enhance the knowledge of students in the applications of Human Resource functions.

**UNIT : I**

Human Resource Management – Meaning – Definition- Characteristics - Objectives – Scope - functions- Need for HRM – HRM methods - Evolution and Development of HRM- New Trends in HRM.

**UNIT : II**

Manpower planning – Meaning – Definition – Objectives & importance of Manpower planning – Job analysis & Design - Recruitment – Selection – Tests and Interviews – Placement and Inductions – Promotions and Transfers.

**UNIT : III**

Training & Development - Need for training – Importance – Steps in Training Programme - Training for Operatives – Executive Development - Career planning & Development – Human Resource Development - Performance Appraisal.

**UNIT : IV**

Individual and Personality – Characteristics and Traits of Personality – Personality Development – Theories of Personality –Learning Importance and Types of Learning .

**UNIT : V**



Trade union - meaning – Principles – Essentials of a successful trade union -  
Collective Bargaining - Weaknesses of Trade union –Human Resource Information  
System-HRM Research and Audit

NOTE : The Question paper shall cover 100% theory

**Books for Study:**

1. Badi.R.V ,*Human Resource Management*, Vrinda Publications, New Delhi, 2010
2. C.B.Gupta, *Human Resource Management*, Sultan Chand & sons, New Delhi, 2010.
3. Chaudri.K.K, *Human Resource Management Principles & Practice*, Himalaya Publication House pvt Ltd-Mumbai, 2010.
4. Khanka.S.S, *Human Resource Management(Text & Cases)*, S.Chand, New Delhi, 2013.
5. Shashi K.Gupta & Rosy Joshi, *Human Resource Management*, Kalyani Publishers, Ludhiana, 2012.

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**DEPARTMENT OF COMMERCE- M.Phil**  
**( w.e.f 2021 – 2022 onwards )**

<b>Title of the Paper</b>	<b>:</b>	<b>Elective –International Marketing</b>	
<b>Semester</b>	<b>:</b>	<b>One</b>	<b>Contact Hours: 6</b>
<b>Sub Code</b>	<b>:</b>	<b>16LCO1B</b>	

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**Objectives :**

1. To enable the students to familiarize themselves with export procedures.
2. To enhance the knowledge of students in understanding the role of various institutions in Export financing

**UNIT : I**

Nature and Scope of international marketing –Domestic Marketing Vs International Marketing – Advantages- importance of international marketing - Obstacles to International Marketing – Balance of Trade and Balance of payments -International marketing Environments.

**UNIT : II**

Export Procedure and Documentation –Export License, Production / Procurement of goods ,Shipping Space ,Packing , and Marking - Pre-shipment Inspection - Excise Clearance - Customs formalities - Exchange control formalities- Insurance - shipping the goods and negotiation of Documents .

**UNIT : III**

International Product Life Cycle –Export pricing, International Marketing Decision –Market Selection Decision –Market Entry Decision – Marketing Mix Decision . International Marketing Research - Marketing

Information system – International Research Strategy- International Marketing Intelligence.

#### **UNIT : IV**

Promotion Strategies- Promotion Mix –Direct Marketing – Advertising and Regulations –Advertising Media –Role of Export Promotion Organisation – Trade Fair and Exhibitions- Internet as a Marketing tool in International Markets.

#### **UNIT : V**

Export Financing – Sources of Financing – EXIM Bank- pre shipment credit- post shipment credit- letter of credit and its Kinds , ECGC and Export Credit Risk Insurance.

NOTE : The Question paper shall cover 100% theory

#### **Books for Study:**

1. Varshney. R.L & Bhattacharyya .B, *International Marketing Management*, sultan Chand & Sons, NewDelhi,2003
2. Francis Cherunilam , *International marketing* – Himalaya Publishing House, Mumbai Revised 2004
3. B.S.Rathor, *International Marketing* –B.M.Jain & J.S .Rathor : Himalaya Publishing House ,Mumbai Edited 2005
4. Subhash . C. Jain , *International Marketing* – Asian books Pvt .Ltd;2001
5. P.K. Vasudeva , *International Marketing* – Excel Books , New Delhi , 2006

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<b>Title of the Paper :</b>	<b>Elective- Financial Markets and Institutions</b>		
<b>Semester :</b>	<b>One</b>	<b>Contact hours:</b>	<b>6</b>
<b>Sub Code :</b>	<b>16LCO1C</b>		

**Objective : -**

1. To enable the students to know the financial system and its operations.
2. To provide the students the detailed knowledge on the working of various financial institutions.

**UNIT I :**

Nature and role of financial structure- Financial system and financial markets – Financial system and economic development – Indian financial system - Investment alternatives and evaluation - Reforms in financial system- Investment banking - Credit Rating - Factoring and Forfaiting - Housing Finance - Leasing and hire purchase - Financial inclusion and Microfinance

**UNIT II :**

Money market – meaning ,constituents & function - Money market instruments – call money, treasury bills, and certificate of deposits , Commercial bills, and trade bills, Acceptance Houses, Discount Houses - Capital markets – primary and secondary market - Government securities markets - Role of RBI, SEBI, DFHI, SHCI in Financial Markets.

**UNIT III :**

Reserve bank of India –organization, management, and function - Commercial banks –meaning, functions and investment policies - development banks – concept ,objectives ,and function - insurance companies –objectives role-and investment

practices, IRDS - Unit Trust of India – objective ,function, and schemes - role and functions of non-banking financial institutions - Merchant banking – functions and role.

#### **UNIT IV :**

Sources of finance –Financial Instruments – Types , Features and advantages –Equity and special type of equity, ADRs & GDRs - Preferred stock – Equity derivatives – Credit Derivatives – Asset – backed securities – Convertibles and warrants –Types of Bonds and debentures – Non –Marketable Financial Assets – Options instruments –securitization.

#### **UNIT V :**

Concept and performance of mutual funds ; Regulation of mutual funds (with special reference to SEBI guidelines ) ; Designing and marketing of mutual fund schemes ; Latest mutual funds schemes in India- Mutual Fund Evaluation and Tax aspects of Mutual Fund Investments.

NOTE : The Question paper shall cover 100% theory

#### **Books for References:**

1. Prasanna Chandra, “Investment Analysis and Portfolio management” Tata Mc Graw Hill, 3<sup>rd</sup> Edn.,2008
2. Julian Walmsley, “New Financial Instruments” , John Wiley & Sons, 2<sup>nd</sup> edition ,Inc 1998.
3. Chandler M.V. and Gold field S.M Economics of Money and Banking : Harper and Row, New York.
4. Bhole C.M, *Financial Institutions, Structure Growth and Innovation*, Tata Mc Graw Hill, New Delhi, 2003.
5. Khan.M.Y, *Financial Services*, Tata McGraw Hill Publications,New Delhi,2009.
6. Varshney & Mittal,*The Indian Financial system*, Sultan chand Publications,New Delhi,2003.

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**( w.e.f 2021 – 2022 onwards )**

<b>Title of the Paper</b>	<b>:</b>	<b>Elective- Entrepreneurial Development</b>	
<b>Semester</b>	<b>:</b>	<b>One</b>	<b>Contact hours: 6</b>
<b>Sub Code</b>	<b>:</b>	<b>16LCO1D</b>	

**Objectives : -**

1. To understand the importance of entrepreneurship and Support in the promotion of entrepreneurship.
2. To know the role of various institutions in the development of entrepreneurship

**UNIT – I :**

Meaning of entrepreneurship – entrepreneurship and economic development – Experts view - Importance of entrepreneurship - entrepreneurship traits – Types of entrepreneurs – Functions – Entrepreneurial culture.

**UNIT – II :**

Competing theories of entrepreneurship – factors affecting entrepreneurship growth - economic factors – Social factors – Legitimacy of Entrepreneurship - Social Mobility- marginality - Cultural factors – Personality factors – Psychological and sociological factors, the theory of need achievement – psychological theories – Entrepreneurship development programmes.

**UNIT – III :**

Starting a new venture – Search for a business idea – Identifying business opportunity – Preliminary evaluation – Project formulation – Project report – Project appraisal- Payback period – Average rate of return – discounted cash flow techniques.

**UNIT – IV :**

Entrepreneurship development institutions in India – EDII, NAYE, ITCOT, SIPCOT, TIDCO, SISI, NPC, DIC, financial assistance by IFC, SFC, IDBI, ICICI, SIDBI, TIIC and commercial banks.

**UNIT – V :**

Women entrepreneurship – growth in India – Micro finance and Self Help Groups - TREAD- Central incentives, subsidies and schemes – State incentives and schemes to entrepreneurs.

NOTE : The Question paper shall cover 100% theory

**Books for study:**

1. Gupta.C.B, Srinivasan.N.P, *Entrepreneurship Development in India*,Sultan Chand,New Delhi,2009.
2. Hisrich , *Entrepreneurship*, Tata MC graw hill, Newdelhi, 2001.
3. Khanka, *Entrepreneurial Development*,S.Chand,New Delhi,2013.
4. Renu Arora, *Entrepreneurship Development* ,Kalyani Publishers,Ludhiana,2012.
5. Shivganesh Bhargava, *Entrepreneurial Development*, SAGE Publications,2008.

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**DEPARTMENT OF COMMERCE- M.Phil**  
**( w.e.f 2021 – 2022 onwards )**  
**QUESTION PAPER PATTERN FOR M.PHIL**  
**( w.e.f. 2021 – 2022 Onwards )**

**INTERNAL**

<b>Part</b>	<b>No.of Questions</b>	<b>Marks</b>	<b>Total</b>	<b>Choice</b>
A	4	5	20	4 out of 6
B	3	10	30	3 out of 5

- No blue print for Internal.
- Three internal tests with maximum marks **50** are to be conducted and be converted to a maximum of **25** marks.
- Average of the **Three** tests is to be taken for the final assessment.

**Allotment of Internal Marks:**

**THEORY**

Test	- 25
Assignment	- 5
Seminar	- 10
<b>Internal Maximum</b>	<b>- 40</b>



**EXTERNAL**

<b>Part</b>	<b>No. o f Questions</b>	<b>Marks</b>	<b>Total</b>	<b>Choice</b>
A	5	6	30	5 out of 8
B	3	10	30	3 out of 5

**Blue print for External – M.Phil**

( w.e.f. 2016 – 2017 Onwards )

Max.Marks : 60

Duration : 3 hrs

**PART – A**

Answer any FIVE questions out of EIGHT questions

**5 x 6 = 30 Marks**

(Atleast one and utmost two questions from each unit are to be given.)

**PART – B**

Answer any THREE questions out of FIVE questions

**3 x 10 = 30 Marks**

(One question from each unit)

**Results are to declared as per the norms given below:**

<b>Course</b>	<b>Internal Test (CA)</b>	<b>Summative Examination</b>		<b>Aggregate Marks (CA + SE)</b>	
<b>M.Phil., (Theory)</b>	<b>Maximum Prescribed</b>	<b>Passing Minimum</b>	<b>Maximum Prescribed</b>	<b>Passing Minimum</b>	<b>Maximum Prescribed</b>
	40	27	60	50	100

Dissertation 100

Viva – Voce 100

**Total** **200****Passing Minimum** **100**