# CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

## (Nationally Re – accredited (III Cycle) with 'A' (CGPA 3.41 out of 4) Grade by NAAC



# PG & RESEARCH DEPARTMENT

# OF

# COMMERCE

# M.Phil SYLLABUS

# PROGRAMME OUTCOME

**PO1** – To educate the students about the promotion of knowledge about business

**PO2** – To sensitize about the emerging challenges and issues across the Globe in Trade and Industry

**PO3** – To provide training required for undertaking research in commerce

**PO4** – To prepare scholars for undertaking higher responsibilities in areas such as Financial Management, Human Resource Management and Marketing Management

**PO5** – To acquire the knowledge of Instructional Technology and its Applications and develop different teaching skills for putting the content across to targeted audience

# DEPARTMENT COMMERCE

# M.PHIL PROGRAMME – COURSE STRUCTURE

| Semester | Course | Title | Subject Code | Credit | Exam Hours | Marks | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Internal | External | Total |
| I | Course – I | Research Methodology | 19MCOC1 | 4 | 3 | 25 | 75 | 100 |
| | Course – II | Advanced Functional Management | 19MCOC2 | 4 | 3 | 25 | 75 | 100 |
| | Course – III | Teaching and Learning Skills (Common Paper) | 19MTLS3 | 4 | 3 | 25 | 75 | 100 |
| | Course – IV | Paper on Topic of Research * | 19MCOC4 | 4 | 3 | 25 | 75 | 100 |
| | | **Total** | | **16** | | | | |

**\*For Course IV syllabus will be framed by the Guide**

| Semester | Course | Title | | Credit | Total Marks |
|---|---|---|---|---|---|
| II | Dissertation | Viva 50 Marks | Dissertation 150 Marks | 8 | 200 |

# RESEARCH METHODOLOGY

**HOURS: 6**                                                               **CREDIT: 4**

**COURSE CODE: 19MCOC1**                       **INSTRUCTIONAL HOURS: 90**

**COURSE OBJECTIVE**

> ➢ To enable the scholar understand the concepts of Research Methods in Commerce.

**COURSE OUTCOME**

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--------------|-----------------|
| CO1 | Apply the concepts of Research Methods in Commerce | K3 |
| CO2 | Analyze the Research Proposal design and decide the sample techniques and size | K4 |
| CO3 | Explain the mode of collecting and interpretation of the data | K5 |
| CO4 | Evaluate Statistical Tools and Packages, Imperative for researches | K5 |
| CO5 | Develop the art of writing the reports | K6 |

# SYLLABUS

**Unit – I Introduction**                                                       **(18 Hours)**

Research: Meaning – Purpose and Types – Steps in Research – Selection and Formulation of Research Problem – Review of Literature

**Unit – II Research Design**                                                   **(18 Hours)**

Research Design – Meaning and Types (Case Design and Survey Design) – Sampling – Meaning, Methods and Applications – Sampling Techniques and Design – Sample Size and Sampling Errors

**Unit – III Data Collection**                                                   **(18 Hours)**

Data Collection – Methods and Sources; Techniques Questionnaire and Interview Schedule: 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**                                    **(18 Hours)**

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**                                 **(18 Hours)**

Report Writing: Types of Reports – Contents of Report – Style of Reporting Steps in Drafting Reports – Footnotes and Bibliography Writing: Checking Plagiarism.

| **TEXT BOOK** | | | | |
|---|---|---|---|---|
| **S.No.** | **Author** | **Title** | **Publisher** | **Year of Publishing** |
| 1 | Kothari C.R. | Research Methodology Methods and Techniques | New age International, New Delhi | 2004 |
| 2 | Krishnaswamy O.R and Renganathan M | Methodology of Research in Social Sciences | Himalaya Publishing House, New Delhi | 2018 |

| **REFERENCE** | | | | |
|---|---|---|---|---|
| **S.No.** | **Author** | **Title** | **Publisher** | **Year of Publishing** |
| 1 | Ravilochanan P | Research Methodology | Margham Publication, Chennai | 2012 |
| 2 | Pauline V.Young | Scientific Social Surveys and Research | Prentice Hall of India P.Ltd, New Delhi | 1966 |
| 3 | Patten Chetty | Research Methodology | Ranibow Publication | 1986 |
| 4 | Saravanavel P | Research Methodology | Kidap Mahal | 2015 |
| **PEDAGOGY** | | | | |

➤ Readings from articles, Lecture, PPT Presentations, E-content Module, Assignment, Lab work and Group Discussion

**Course Designer:**

Dr. N. Savithri, Associate Professor, Department of Commerce.

# ADVANCED FUNCTIONAL MANAGEMENT

## (THEORY ONLY)

**HOURS: 6**                                                                                   **CREDIT: 4**

**COURSE CODE: 19MCOC2**                                    **INSTRUCTIONAL HOURS: 90**

**COURSE OBJECTIVE**

> ➢ To enable the Research Scholars understand the Research domains relating to Financial Management, Human Resource Management, Marketing Research, Portfolio management and Financial Institutions.

**COURSE OUTCOME**

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|-----------|--------------|-----------------|
| CO1 | Apply the various research domains relating to Financial Statement | K3 |
| CO2 | Examine the research scope available in Human Resource Management | K4 |
| CO3 | Explain the various Elements of Marketing | K5 |
| CO4 | Assess the Research avenues in Protfolio Management | K5 |
| CO5 | Solve the issues on the basis of performance of various Financial Institutions | K6 |

# SYLLABUS

**Unit – I Financial Management**                                                             **(18 Hours)**

Objectives – Functions – Capital Structure – Determinants – Theories – leverages – Types – Working Capital Management – Types – Operating Cycle – Advantages – Disadvantages .

**Unit – II Human Resources Management**                                            **(18 Hours)**

Objectives and Functions – Recruitment Management – Training and Development – Compensation Administration - Performance Management – Employee engagement - Strategic Human Resources Management – Global Human Resources Management – An introduction to HR metrics and analytics.

**Unit – III Marketing Management**                                    **(18 Hours)**

Elements of Marketing Management – Elements of Marketing Research – Retail Management – Customer Relationship Management – Advertisement Management – E-Marketing – Mobile Marketing – Green Marketing – Services Marketing – Digital Marketing.

**Unit – IV Portfolio Management**                                    **(18 Hours)**

Meaning – Models of Portfolio Management – Capital Market – Instruments – Equities Debit and Derivatives – Primary Market – Issue Methods. Market Intermediaries – Secondary Market – Trading techniques and Settlement procedures – Mutual Funds.

**Unit – V Financial Institution Management**                                    **(18 Hours)**

Bank Management – E-banking – Payment Banks including Post Office Services – Insurance Management – Bank assurance – Co-operation Management – Credit Management – NPA – Types – Challenges faced by Financial Institutions.

| TEXT BOOK | | | | |
|---|---|---|---|---|
| **S.no.** | **Author** | **Title** | **Publisher** | **Year of Publishing** |
| 1 | Pravin Durai | Human Resource Management | 2nd Edition  Pearson Education, New Delhi | 2016 |
| 2 | Maheswari S.N., | Financial Management | Sultan Chand, New Delhi | 2014 |

| REFERENCE | | | | |
|---|---|---|---|---|
| **S.No.** | **Author** | **Title** | **Publisher** | **Year of Publishing** |
| 1 | R.S.N. Pillai and Pagavathy | Modern Marketing | S.Chand & Sons, New Delhi | 1987 |
| 2 | Nakeeran S | Co-operative Management | Rainbow Publications Coimbatore | 2006 |
| 3 | Natarajan L, | Investment Management | Margham Publications, Chennai | 2012 |
| **PEDAGOGY** | | | | |

➢ Power point presentations, Group Discussion, Seminar, Quiz, Assignment, Experience Discussion, Activity.

**Course Designer:**

Dr. M. A. Parveen Banu, Associate Professor, Department of Commerce.

# TEACHING AND LEARNING SKILLS

**HOURS : 6**                                                                                    **CREDIT: 4**

**COURSE CODE: 19MTLS3**                                         **INSTRUCTIONAL HOURS: 90**

**COURSE OBJECTIVES**

> ➢ Develop Skills of ICT and apply them in Teaching Learning context and Research

**COURSE OUTCOME**

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|---|---|---|
| CO1 | Apply Skills of ICT in Teaching Learning Context and Research | K3 |
| CO2 | Develop Communication Skills with Special reference to Listening, Speaking, Reading and Writing | K3 |
| CO3 | Classify adequate Skills and Competencies to adopt pedagogy technology | K4 |
| CO4 | Determine Skills in E – Learning and Technology Integration in utilizing Academic resources in Teaching. | K5 |
| CO5 | Adopt Technology for assessment in a Class Room | K6 |

# SYLLABUS

**Unit – I Computer Application Skills**                                             **(18 Hours)**

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-- ICT for Professional Development: Concept of Professional Development; Institutional Efforts for Competency Building; Individual Learning for Professional Development using Professional Networks, OERs, Technology for Action Research, etc.

**Unit – II Communications Skills**                                    **(18 Hours)**

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 Pedagogy**                                                **(18 Hours)**

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

**Unit – IV E – Learning, Technology Integration and Academic Resources in India**

**(18 Hours)**

Concept and Types of E-Learning (synchronous and asynchronous instructional delivery and means), M-Learning (Mobile apps); Blended Learning; Flipped Learning; E-learning tools (like LMS; Software's for Word Processing, Making Presentations, Online Editing, etc.); Subject Specific Tools for E-Learning; awareness of E-Learning Standards – Concept of Technology Integration in Teaching – Learning Processes; Frameworks guiding Technology Integration (like TPACK; SAMR); Technology Integration Matrix- Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National Academic Depository, National Digital Library; e-Sodh Sindhu; virtual labs; eYantra, Talk to a teacher, MOODLE, mobile apps, etc.

**Unit – V Skills of Teaching and Technology Based Assessment**            **(18 Hours)**

Teaching Skills**:** 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- Technology for Assessment: Concept of assessment and paradigm shift in assessment; role of technology in assessment 'for' learning; tools for self and peer assessment (recording devices; erubrics, etc.); online assessment (open source software's; e-portfolio; quiz makers; e- rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics

**TEXT BOOK**

| S.No. | Author | Title | Year of Publishing |
|-------|--------|-------|--------------------|
| 1 | Bela Rani Sharma | Curriculum Reforms and Teaching Methods, | Sarup and sons, New Delhi |
| 2 | Brandon Hall | E-learning, A research | note by Namahn, found in: www.namahn.com/resources/.../note-e-learning.pdf, Retrieved on 05/08/2011 |

**REFERENCE**

| S.No. | Author | Title | Year of Publishing |
|-------|--------|-------|--------------------|
| 1 | Don Skinner | Teacher Training, | Edinburgh University Press Ltd., Edinburgh |
| 2 | Jonathan Anderson and Tom Van Weart, UNESCO, | Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development | UNESCO, |
| 3 | Jereb, E., & Šmitek, B. | Applying multimedia instruction in e learning. Innovations in Education & Teaching International | . |
| 4 | Kumar, K.L. | Educational Technology | New Age International Publishers, New Delhi. |

**PEDAGOGY**

➢ Power point presentations, Group Discussion, Seminar, Quiz, Assignment, Experience Discussion.

**Course Designer:**

Dr. S. Shameem, Associate Professor, Department of Commerce