

**PROPOSED SYLLABUS OF
M.PHIL IN COMMERCE
w.e.f. the Academic Session 2017-18.**



P.G. DEPARTMENT OF COMMERCE

**M.P.C AUTONOMOUS COLLEGE
TAKHATPUR, BARIPADA**

**NORTH ORISSA UNIVERSITY
BARIPADA**

MPC AUTONOMOUS COLLEGE, BARIPADA
DEPARTMENT OF COMMERCE
M.PHIL. COMMERCE SYLLABUS

SEMESTER – I (Total 16 Credits)			
Paper code	NAME OF PAPER(FIRST SEMESTER)	Full marks	Credit Points
Core Course (CC-I)	Research Methodology	100	4
Core Course (CC-II)	Computer Application For Business Research	100	4
Core Course (CC-III)	Seminar Presentation (It shall be based on Review Report on review of four research papers published in reputed journals)	100	4
Elective Course (EC-I)	(A) Advanced Marketing Management Or (B) Strategic Financial Management Or (C) Advanced Human Resource Management	100	4

SEMESTER – II (Total 16 Credits)			
Paper code	NAME OF PAPER(SECOND SEMESTER)	Full marks	Credit Points
Core Course (CC-IV)	Book Reviews (To review two Research books and submit reports)	100	4
Elective Course (CE-II)	Two Term Papers	100	4
Core Course (CC-V)	Dissertation (Dissertation is about 10,000 words, and 150 Marks for dissertation and 50 marks for viva)	200	8

FIRST SEMESTER

CORE COURSE (CC) -I: RESEARCH METHODOLOGY

(04 Credits-100Marks)

UNIT- I Introduction Research: Meaning of research; Scope of Business Research, purpose-Types of Research – Steps in Research – Selection and formulation of a research problem - Review of Literature.

UNIT–II Research Process and Design : An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method Existing Data Based Research, Longitudinal Studies, Panel Studies, Methods of data collection – Primary data , Secondary data – Sources, Collection Techniques, Scalling & its techniques .

UNIT-III: Data Analysis: Data Processing: editing, Classification, Coding, Tabulations, graphical representation: Concepts and Techniques. **Sampling:** Principles, Methods (Probability and Non- Probability), Characteristics, Errors. Characteristics of good sample

UNIT-IV Hypothesis Testing and Report writing: . Hypothesis – Concept, steps, sources – testing of hypothesis – Chi – Square test, ‘t’ test, ‘z’ test and ANOVA - One way and two way, Concept of Research Report, Types of Reports, Essentials of a Good Research Report, Structure and Layout of Research report, Steps in writing Reports, Precaution in writing a research Report

Suggested Readings:

1. **Deepak chawla and Sondhi N:** Research Methodology Concept and Cases, Vikas Publishing House Pvt. Ltd, 2nd edition, 2016
2. S.K. Dey: Research Methodology in Social Science Research: VSRD Academic Publishing, Kanpur
3. D.K. Bhattacharyya, 2003, 1st Ed., Research Methodology, Excel Books.
4. C.R.Kothari, 2001, Research Methodology, WishvaPrakashan Publication.
5. William G. Zikmund, 7th Ed., Business Research Methods, Thomson-SouthWestern.
6. William M.K.Trochim, 2nd Ed., Research Methods, Biztantra.
7. Sangita Mohanty & Abhaya Ku. Panda: SPSS in Social Science Research, Kunal Books, New Delhi.
8. Donald R.Cooper and Pamela S.Schindler, 2000, 6th Ed., Business Research Methods, Tata McGraw Hill Publishing Company Limited.

FIRST SEMESTER

CORE COURSE (CC)-II: COMPUTER APPLICATION FOR BUSINESS RESEARCH

(04 Credits-100Marks)

UNIT I: Introduction to Computer: Components of a Computer System, hardware and software, role of computer in business and trade. Database Management System: File Organization, Master file, transaction file, DBMS and its uses and application.

UNIT II: Computer Communication: LAN, WAN, Data Communication, uses and application in business, and use of useful websites and downloading the research materials, Searching of Referred and Non-referred Journals through Websites. Use of Open Access Journals, Use of Plagiarism Software for preparation of Research Report.

UNIT III: Application of Ms-Office: MS-Word, MS-Excel, Data analysis through Excel, MS-Power Point: Creation of power point slide ,slide design and layout options, adding slide numbers, Data, time, footers setting up slide show.

UNIT IV: Soft Skill applications: Searching of Topics in Internet using searching engines like Google, Composing and sending Email, uploading and down loading files. Introduction to SPSS, Working Knowledge with SPSS, MS- Office, File Format Creation, Conversion and merger etc.

Suggested Readings:

1. Computers, Concepts and Uses 2nd ed., Summer M., Englewood Cliffs, New Jersey, Prentice Hall Inc, 1988.
2. Computer Application in Business: R. parameswar, S. Chand & Company Ltd.
3. Data Communication and Networks: Charanjeet Singh, Kalyani Publishers

FIRST SEMESTER

CORE COURSE (CC) -III: SEMINAR PRESENTATION

(04 Credits-100Marks)

Candidates shall have to review four important research papers/articles published in reputed journals. He/ She required to prepare Review Reports for each such article and submit the same to the Head of the Department within a stipulated period. Then He/She shall have to present the Reports as seminar presentation on a specified date before a board to be decided by the HOD. Each such report shall not be less than 1000 words.

FIRST SEMESTER

ELECTIVE COURSE (EC) -I: (A) ADVANCED MARKETING MANAGEMENT

(04 Credits-100Marks)

UNIT-I Fundamentals of Marketing: Definition of Marketing, Marketing Management; Nature and scope of marketing; Marketing mixes, Marketing Environment: Macro and Micro Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Market Segmentation, segmentation strategies, targeting and positioning.

UNIT-II: Service Marketing: Understanding Services Phenomena, Extending marketing Mix for Services, Service Quality, Service Strategies, Marketing of Insurance Services and other sectors. **Brand Management:** Brand Concept, Brand Positioning, Importance of Branding, Power Brands, Branding Strategies, Brand Equity, Brand Loyalty.

UNIT-III: Buying Behavior: Need for studying consumer behavior, Consumer modeling: the economic model, Learning model, Psychoanalytic model, the Sociological model, Howard Sheth Model of buying Behavior, Nicosia model, Engel - Kollat – Blackwell model; Consumer Behavior and perception, Learning, Personality, Attitude, Motivation; Social influence on consumer Buying behavior – groups, types of groups relevant to consumer behavior; Industrial buying Behavior.

UNIT-IV: Contemporary Topics of Marketing: Viral Marketing, Guerrilla Marketing, Social and Societal Marketing, Relationship Marketing, Green Marketing, Digital marketing, Not for Profit Marketing, B2B and B2C Marketing, Environmental Marketing, Social media marketing ,Post Modern marketing, Event Marketing and Innovations in Marketing, Retail business & its future, e-retailing, CRM, e-CRM,

Suggested Readings:

- i. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.
- ii. Kotler, Philip: Marketing Management Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
- iii. Majumdar, Ramanuj: Product Management in India., Prentice Hall, New Delhi.
- iv. McCarthy, E.Jenome and William Dl, Perreault Jr.: Basic Marketing: Managerial Approach, Richard D. Irwin, Homewood, Illinois
- v. Ramaswamy, V.S and Namakumari, S: Marketing Management, Mac Milan India, New Delhi..

FIRST SEMESTER

ELECTIVE COURSE (EC)-I: (B) STRATEGIC FINANCIAL MANAGEMENT

(04 Credits-100Marks)

UNIT-I: Strategic Management: Meaning; Process; Strategic Alternatives and Choices; Strategy Formulation and Implementation. Financial Management in Strategic Perspective, financial strategies for Expansion and Diversification; Strategies for assessing Financial Viability of an Undertaking.

UNIT-II: Corporate Restructuring: Meaning and Forms of Corporate Restructuring, **Mergers, Acquisition and Takeover:** The Concept, Definition, Types of Mergers and Acquisitions. Theories of Mergers, Procedure and Steps of Mergers & Acquisitions in India, Impact of Mergers and Acquisitions on Shareholders, The Pooling of Interest and The Purchase Method as per Companies Act 2013. **Corporate Valuation:** Approaches of Corporate Valuation, Various Methods of Corporate Valuation: Net Asset Valuation Model, Optimised Deprival Valuation Model, Dividend Valuation Model, Price Earning Ratio Model, Tobin's Q Model, Economic Value Added (EVA) Model,

UNIT III: Financial and Derivative Market: Introduction, Primary Market, Role of the Primary market, Different kinds of Issues, Pricing an issue, Price discovery through Book Building Process, SEBI guidelines for IPO, Registrar to an Issue, Listing of securities, The Secondary Market, Stock Exchanges, Trading Mechanisms, Dematerialization of shares. Methods of trading in a stock exchange- online trading, BSE- BOLT system, Mobile Trading, NSE-NEAT system. Concept of **Financial Derivative** , Features, Types of Derivatives, Basic Financial Derivatives,

UNIT-IV: Corporate Financing and Indian Economy: Meaning and concept of Internal financing and its sources of funds and its application in different corporate sectors. Economic Reform and liberalization, The Financial Sector: Structure, Performance and Reforms. Foreign Trade and Balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilization and Structural Adjustment; India and the WTO.

Suggested Readings:

1. M.Y.Khan and P.K.Jain, Financial Management"TMH, Delhi.
2. I.M.Pandey Financial Management"TMH, Delhi.
3. Parsana Chandra „Financial Management Theory and Practice" TMH, Delhi
4. S.N. Maheswari, Financial Management, Sultan Chand
5. Dwivedi R.S., Human Behaviour and Organisational& IBH 5
6. Saxsena „Human Resource Management S – Chand sons
7. R.S.N. Pillai and Pagavathy, Modern Marketing S –Chand sons

FIRST SEMESTER

ELECTIVE COURSE (EC)-I: (C) ADVANCED HUMAN RESOURCE MANAGEMENT

(04 Credits-100Marks)

UNIT-I: Introduction to HRM:

Concept, Objectives, Scope, Functions; Human Resource Planning – Importance and Process ; Recruitment and Selection – Different method of Recruitment ; Process of Selection ; Training and Development – Different methods Industrial Relations– Different Approaches; Three Actors of IR

UNIT-II: Strategic HR and CSR : Concept, Difference between Strategic HRM and Traditional HRM S-p Model of Strategic HRM; Factors Influencing HR Strategies; changing environment of HRM- Globalization, Technological development, nature of Work, Exporting jobs, work force demographics; Strategic Management Process, Role of HR, Translating Strategy into HR Policy and Practice. Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, CSR provision under the Companies Act 2013.

UNIT III: International Human Resource Management:

Concept Difference between International Human Resource Management and Domestic HRM; Different approaches of International HRM ; Industrial Relations in MNCS ; Virtual Organisations – Concept ; Difference between Virtual Organisation and Traditional Organisation ; Types, Merits and Demerits of Virtual Organisation. International Recruitment and selection Criteria; International Compensation.

UNIT-III: IV Recent Techniques in HRM

Employer's Brand, Competency Mapping, HR Matrix, Attitude, Emotions, Employee Referrals, Business process out sourcing, AR Issues, right size of work force, Dual career groups, flexi time vertical organisation, E-HRM, e-HR Audit.

Suggested Readings:

1. Indranail Mutsuddi – Essentials of Human Resource Management
2. V. S. P. Rao - Human Resource Management
3. R. Wayne Mondy - Human Resource Management and Robert M.Noë
4. Dale Yoder - Personnel Management
5. Gary Dessler - Human Resource Management
6. Sadri, S.; Jayashree, S and Ajgaonkar – Geometry of HR
7. Bohlander, George; Snell Scott and Sherman, Arthur- Managing Human Resources

SECOND SEMESTER

CORE COURSE-IV (CC-IV): BOOK REVIEW

(04 Credits-100 Marks)

The Candidates shall have to review **two books** on the relevant topics of the subject/research and submit **Two Reports** to the Head of Department within a specified period at the beginning of the second semester. He/She has to present the Reports before a board comprising faculty members to be chosen by the HOD. The Reports and the statement of marks are to be submitted to the Controller of Examinations (COE) at the earliest.

SECOND SEMESTER

ELECTIVE COURSE-II (CE-II): TERM PAPER

(04 Credits-100 Marks)

Candidates are required to write **two Term papers** related to the proposed dissertation to be decided by the **Supervisor**. Each term paper should be written in about 5000 words. Candidates will submit the same to the Department and a viva-voce will be conducted by the Supervisor along with another faculty member or expert from outside, in case of non-availability of faculty member. The statement of marks are to be submitted to the Controller of Examinations (COE) at the earliest. The whole process will be completed before the submission of the Dissertation.

SECOND SEMESTER

CORE COURSE-V (CC-V): DISSERTATION

(08 Credits- 200 Marks)

Candidates will have to write a **Dissertation in about 10,000 words** on a topic chosen by the candidate under the supervision of concerned Supervisors of the Department. They will not be allowed to submit the Dissertation unless they have satisfactorily completed CC-IV and CE-II.

The mark distribution is as follows:

Dissertation- 150 Marks & Viva voce-50 Marks.