M.Phil. / Ph. D
Commerce
Syllabus
2020–2021

DEPARTMENT OF COMMERCE
FACULTY OF ARTS, SCIENCE AND HUMANITIES
KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed to be University)
(Established Under Section 3 of UGC Act, 1956)
Pollachi Main Road, Eachanari (Post), Coimbatore – 641 021,
Tamil Nadu, India
Phone: 0422-2980011-2980015, Fax No: 0422 – 2980022 - 23
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<table>
<thead>
<tr>
<th>Course code</th>
<th>Name of the course</th>
<th>Instruction hours / week</th>
<th>Credits</th>
<th>Exam Duration</th>
<th>Maximum Marks</th>
<th>Page No.</th>
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</thead>
<tbody>
<tr>
<td>20RCOM101</td>
<td><strong>Paper I</strong> – Research Methodology and Pedagogy</td>
<td>4 - - 4</td>
<td></td>
<td>3 hrs</td>
<td>100</td>
<td>1</td>
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<tr>
<td>20RCOM 201</td>
<td><strong>Paper – II</strong> – Research Publication Ethics</td>
<td>4 - - 4</td>
<td></td>
<td>3 hrs</td>
<td>100</td>
<td>3</td>
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<tr>
<td>20RCOM301</td>
<td><strong>Paper III</strong> – Special Paper I – Financial Management</td>
<td></td>
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<tr>
<td>20RCOM302</td>
<td><strong>Paper III- Special Paper II</strong> – Marketing Management</td>
<td>4 - - 4</td>
<td></td>
<td>3 hrs</td>
<td>100</td>
<td>5</td>
</tr>
</tbody>
</table>
Course Objectives

1. To construct a coherent research proposal that includes an abstract, introduction, literature review, research questions, ethical considerations, and methodology
2. To understand the methods of data collection
3. To make the students understand the techniques in report writing
4. To understand the use of statistical analysis
5. To enable the students to understand the evaluation of research.
6. To understand the objectives and role of Higher education.

Course Outcomes (COs)

1. Read, interpret, and critically evaluate social research.
2. Identify, explain, and apply the basic concepts of research, such as variables, operationalization, sampling, reliability, and validity.
3. Recognize the ethical issues involved in research, and practice ethical research standards.
4. Identify and explain the difference between quantitative, qualitative, and mixed methods research and what types of research questions can be answered with each method.
5. Use theory and previous research to create research questions and hypotheses and to identify and analyze the appropriate method and variables needed for research questions.
6. Use a variety of research methods through hands-on experience.

UNIT I

UNIT II
Review of Literature – Data Collection-Types of Data-Sources –Methods of Data Collection- Observation, Interview Schedule, Questionnaire – Steps for Constructing a Questionnaire- Establishing, reliability and validity-data processing-Coding-editing and tabulation of data.

UNIT III
Mean, Median and Mode-Parametric Test-Hypothesis testing-Z-test, t-test, F-test, Chi-square test-ANOVA-Correlation, Multiple Regression, Factor Analysis, Non-Parametric tests-Basic of Psychometric Test: Sign test, H test, U test and Run test.

UNIT IV

UNIT V

REFERENCES:

- Donald R. Cooper (2000). Business Research Methods, Tata Mc graw Hill, New Delhi
- Kothari, C.R (2002), Research Methodology, WishwaPrakasam, New Delhi
- Krishnaswami, (2003), Mewthodology of research in social Sciences, himalaya Publishing House, New Delhi
- Pannerselvam, R. (2004 Research Methodology, Prentice Hall of India, New Delhi
Course Objectives

1. To understand the basic concepts of philosophy and ethics
2. To impart the intellectual honesty and research integrity
3. To educate the learners about best practices and publication conduct
4. To enable the learners to avoid the publication misconduct
5. To enable the students to understand the databases available for indexing
6. To understand the objectives of integrated library management system.

Course Outcomes (COs)

1. Understand the basic concepts of philosophy and ethics in research publication
2. Impart the intellectual honesty and research integrity
3. Educate the learners about best practices and publication conduct
4. Enable the learners to avoid the publication misconduct
5. Enable the students to understand the databases available for indexing
6. Understand the objectives of integrated library management system.

UNIT I

UNIT II

UNIT III

UNIT IV
Publication Misconduct: Group Discussions: Subject specific ethical issues – FFP – Authorship – Conflicts of Interest – Complaints and Appeals: Examples and fraud from India and Abroad.
Software Tools: Use of Plagiarism software tools like Turnitin, Urkund and other open source software tools.
UNIT V
Database: Indexing Database – Citation database – Web of Science – Scopus etc.
Research Metrics: Impact factor of journals as per Journal Citation Report – SNIP – SJR – IIP – Cite Score – Metrics: h-index – g index – i10 index – altmetrics.

UNIT VI

PRACTICE:
COURSE OBJECTIVES:
To make the students
1. To understand significance of finance management and its role and functions
2. To compute time value of money and evaluate the cost of capital
3. To calculate capital budgeting decisions and different types leverages
4. To compute dividend and working capital management decisions
5. To understand the capital structure theory
6. To generate various reports of Working capital committees.

COURSE OUTCOMES:
Learners should be able to
1. Understand significance of finance management and its role and functions
2. Compute time value of money and evaluate the cost of capital
3. Calculate capital budgeting decisions and different types leverages
4. Compute dividend and working capital management decisions
5. Understand the capital structure theory
6. Generate various reports of Working capital committees.

UNIT I

UNIT – II
Cost of Capital- Meaning and importance- Cost of debt, Preference Share, Equity Share and Retained Earnings- Weighted Average cost of capital- Capital Budgeting- Techniques – Pay back period, Net Present Value, Return on Investment and Internal Rate of Return- Identification of research problems.

UNIT – III

UNIT – IV

UNIT – V
Note: The question paper shall cover 50% theory and 50% problems

REFERENCES:
COURSE OBJECTIVES:
To make the students
1. To understand the basic concepts of marketing
2. To understand the various forms of market segmentation
3. To learn the product development and branding strategies and pricing decisions
4. To know the Indian marketing system and marketing ethics and recent trends in global marketing
5. To understand the Indian Marketing Environment
6. To understand the Social responsibility and Marketing Ethics

COURSE OUTCOMES:
Learners should be able to
1. Understand the basic concepts of marketing
2. Analysis the various forms of market segmentation
3. Learn the product development and branding strategies and pricing decisions
4. Know the Indian marketing system and marketing ethics and recent trends in global marketing
5. Understand the Indian Marketing Environment
6. Understand the Social responsibility and Marketing Ethics

UNIT I

UNIT II

UNIT III
Marketing Research- Introduction, Objectives and Importance, Scope of Marketing Research, Marketing Research Process, Applications of Marketing Research- Limitations of Marketing Research – Marketing Information System - Ethics in Marketing Research- Identification of research areas.

UNIT IV
Indian Marketing Environment- Emerging profile of the Indian market, changing the demographic structure-Opportunities in Rural Markets – Rural buying behaviour-Marketing and Society- Social responsibility and Marketing Ethics - Experiences marketing in India - Identification of research areas.
UNIT V

REFERENCES

COURSE OBJECTIVES:
To make the students
1. To acquire knowledge in human resource management, HR audit, and HR analytics.
2. To gain knowledge of HR planning, Selection, Recruitment, job analysis and its interrelations.
3. To understand the concepts and practical implications of performance management, Training methods and career planning.
4. To know about compensation and reward management and its practice in industry.
5. To be familiar with Employee relations and its application for the development of Human resources.
6. To understand the HR functions and latest developments in the field of HR and effectively communicate ideas, explain procedures and interpret results and solutions in written and oral forms to different audiences.

COURSE OUTCOMES:
Learners should be able to
1. Assess the job analysis for a profile and understand its linkage with HR planning
2. Evaluate the training needs and draft a training programme.
3. Understand the compensation and reward system applicable to the industry based and understand its linkage with performance management.
4. Understand and apply the appropriate employee relations measures.
5. Understand the HR functions and latest developments in the field of HR and effectively communicate ideas, explain procedures and interpret results and solutions in written and oral forms to different audiences.

UNIT – I

UNIT -II

UNIT -III

UNIT -IV
Internal Mobility and External Mobility- Organizational change and development- Job Evaluation – Wage and salary administration- Fringe Benefits-Human Relations- Identification of research areas.

UNIT -V

REFERENCES