

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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DEPARTMENT OF COMMERCE

FACULTY OF ARTS SCIENCE AND HUMANITIES**Ph.D in Commerce****(2020-2021 batch and onwards)**

Course code	Name of the course	Instruction hours / week			Credits	Exam Duration	Maximum Marks	Page No.
		L	T	P				
20RCOM101	Paper I – Research Methodology and Pedagogy	4	-	-	4	3 hrs	100	1
20RCOM 201	Paper – II – Research Publication Ethics	4	-	-	4	3 hrs	100	3
20RCOM301	Paper III – Special Paper I – Financial Management	4	-	-	4	3 hrs	100	4
20RCOM302	Paper III- Special Paper II – Marketing Management							5
20RCOM303	Paper III – Special Paper III – Human Resource Management							6

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 roll 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

Research - Scope and Significance - Types of Research – Research Process - Characteristics of Good Research - Identifying Research problem – Sampling Design –meaning – Steps in sampling- criteria for good sample design – Types of Sample Design- Probability and non-probability sampling methods. Measurement-Meaning – types of scales.

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

Report Writing: Meaning, Techniques and Precautions of Interpretation - Significance of Report Writing - Difference Steps in Writing Report - Layout of Research Report - Types: Technical Report, Popular Report - Mechanics of Writing a Research Report - Precautions for writing report- Norms for using Tables, Charts and diagram. Appendix:-Index, Bibliography.

UNIT V

Objectives and roll of higher education – Important characteristics of an effective Lecture – Quality teaching and learning – Lecturer preparation –Characteristics of instructional design – Methods of teaching and learning; Large group – Technique – Lecturer, Seminar, Symposium, Team Teaching, Project, Small group Technique –Simulation, role playing Demonstration, Brain storing, Case discussion and assignment, Methods of evaluation – Self evaluation, student evaluation, Diagnostic testing and remedial teaching – Question banking – Electronic media in education – ‘e’ learning researches – web based learning.

REFERENCES:

- Donald R.Cooper (2000). Business Research Methods, Tata Mc graw Hill, New Delhi
- Gupta S.P. (2000), Statistical Methods, Sultan Chand& Sons, 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
- Sterling (2003), Research Methods for Management and Commerce, Tata MC Graw Hill, New Delhi
- Vedanayagam, E.G (1989) Teaching technology for college teachers. New Delhi: Sterling Publishers(P) Ltd.,
- Rajasekar S (2005) Computer Education and Educational computing, Hyderabad, Neelkamal Publications
- Kumar K.L (1997) Educational Technologies, New Delhi, New Age International.
- KanthiSwarup P.K Gupta, Man Mohan “Operations Research”, Sultan Chand and sons, New Delhi.

Instruction hours/week: L: 4 T: 0 P: 0 Marks:100

End Semester Exam: 3 Hours

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 conducts
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 conducts
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

Philosophy and Ethics: Introduction to Philosophy: Definition – Nature and Scope – Concept – Branches – **Ethics:** Definition – Moral Philosophy – Nature of Moral Judgements and Reactions.

UNIT II

Scientific Conduct – Ethics with respect to Science and Research – Intellectual Honesty and Research Integrity – Scientific Misconduct: Falsification – Fabrication and Plagiarism (FFP) – **Redundant Publications:** Duplicate and Overlapping Publications – Salami Slicing – Selective reporting and misrepresentation of date.

UNIT III

Publication Ethics: Definition – Introduction and Importance – Best Practices / Standards setting initiatives and guidelines: COPE – WAME – etc., - Conflicts of Interest – Publication Misconduct: Definition – Concept – Problems that lead to Unethical behavior and vice versa – Type – Violation of Publication Ethics – Authorship and Contributorship – Identification of Publication Misconduct – Complaints and Appeals – Predatory Publishers and Journals.

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

Integrated Library Management System (ILMS): e-journals – e books – e shodhsindu – shodhganga – Database – e content development – Learning Management System (LMS) – e PG Pathshala – CEC (UG) Swayam – MOOCs – NPTEL – NMEICT.

IPR: Patent – Copyrights – Trademark – Geographical Indication.

PRACTICE:

Open Access Publishing – Open Access Publications and Initiatives – SHERPA / RoMEO Online resource to check publisher copyright and self-archiving policies – Software tools to identify predatory publications developed by SPPU – Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder – Springer Journal Suggester, etc.

Instruction Hours / week: L: 4 T: 0 P: 0**Marks: External:100 Total: 100****End Semester Exam : 3 Hours****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

Financial Management – Meaning - Nature and Scope - Objectives – Role and Functions of Financial Manager- Time value of money – Present Value, Future Value and Compound analysis- Identification of research problems.

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

Leverage: Meaning – Financial Leverage - Operating Leverage - EBIT- EPS analysis- Capital structure – Theories of Capital Structure – Net Income Approach – Net Operating Income Approach - MM Hypothesis – Traditional Approach – Determinants of capital structure – Optimum Capital Structure- Identification of research problems.

UNIT – IV

Dividend Theories – Walter’s model – Gordon and Mm’s models – Dividend policy – forms of Dividend – Determinants of dividend policy. Working capital Management – Meaning – Objectives – Importance –Computation of working capital - Determinants of working capital- Identification of research problems.

UNIT – V

Management of Working Capital Components – Cash management – Inventory management - Receivables management. Reports of Various Working capital committees.

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

REFERENCES :

- Khan and Jain (2006). Financial Management. Tata Mc Graw Hill Publishers Pvt. Ltd., New Delhi.
- Pandey I.M (2006). Financial Management. Vikas Publications, New Delhi.
- Kulkarni P.V (2003) Financial Management. Himalaya Publishing house, Mumbai.
- Maheswari S.N (2005) Financial Management. Sultan Chand& Sons, New Delhi 2005.
- Sharma Sasi K Gupta (2003) Financial Management. Himalaya Publishing house, Mumbai.

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

Marketing Management- Introduction, Importance- Core Marketing concepts, Product planning and development – Product policy decisions – Product Line and Product Mix – Product Life Cycle – Brand Management. Pricing system – Procedure for Price Determination – Advertisement and Sales promotion- Identification of research areas.

UNIT II

Market Segmentation- need for segmentation, benefits of segmentation- base for segmentation – segmenting consumer markets and business markets. Consumer behavior, types of buyer behavior- buying decision of organizational buyers-organizational buying process- Identification of research areas.

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

Global Marketing- Introduction, Importance of Global Marketing- The role of Orientations, The forces affecting Global Marketing- Global Marketing Strategy. E-marketing – Introduction, role of the internet, Types of E-Markets, Marketing mix in E-Marketing, Advantages and Limitations of E-marketing- - Identification of research areas.

REFERENCES

- Karunakaran.Dr (2007). Marketing Management. Himalaya Publishing house, Mumbai.
- Philip Kotler and Gary Armstrong (2007). Principles of Marketing. Prentice Hall of India Pvt Ltd., New Delhi.
- Rajan Nair (2006). Marketing Management. Sultan Chand& Sons, New Delhi.
- Mamoria C.B and SatishMamoria (2006). Marketing Management. Patna. KitabMahal.
- Naresh K. Malhotra (2002). Marketing Research. Pearson Education, New Delhi.
- Varshney R.L and Bhattacharya.B (2006) International Marketing Management. Sultan Chand& Sons, New Delhi.
- Nandagopal and Vivek (2006).Marketing Research. Asian Publications, New Delhi.

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.
6. Know about compensation and reward management and its practice in industry.

UNIT – I

Human Resource Management – Meaning – Significance- Functions –Strategy and tactics- Evolution and Development of HRM- Job design-Job Analysis –Job description – Job specification- Identification of research areas.

UNIT -II

Recruitment-Definitions-Objectives, Corporate Mission-Objectives-strategies, tactics and recruitment-Sources and Techniques of recruitment – E-recruitment. Selection, Placement and Induction- Human Resource Development: Conceptual Analysis - Identification of research areas.

UNIT -III

Performance Appraisal-Methods-System- Counseling – Managerial appraisal. Employee training – Training methods- Training procedure- Evaluation of training Programme – career planning and development-Identification of research areas.

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

Globalization and Human Resource Management- Introduction- Impact on employment , Human Resource Development, Wages and Benefits, Trade Unions, Collective Bargaining, Participative Management and Quality Circles. Total Quality and Human Resource Management- Identification of research areas.

REFERENCES

- Gupta C.B (2007) Human Resource Management. Sultan Chand& Sons, New Delhi.
- Prasad L.M (2000). Human Resource Management. Sultan Chand& Sons, New Delhi.
- Memoria C.P (2004). Personnel Management. Sultan chand& Sons, New Delhi
- SubbaRao (2006). Essentials of HRM and Industrial Relation. Himalaya Publishing house, Mumbai.
- Tripathi P.C (2000). Personnel Management. Sultan chand& Sons, New Delhi.