

MADRAS CHRISTIAN COLLEGE  
SELF –FINANCED STREAM  
Department of Commerce



M.Phil in Commerce

**Department of Commerce (SFS)**  
**MADRAS CHRISTIAN COLLEGE (Autonomous)**  
**M.Phil (Commerce)**

Sem	Subjects	Title of the Paper	No. of Hours	CA Max. Marks	ESE Max. Marks
1	Core paper –I	Research Methodology	6	50	50
	Core paper –II	Advanced Financial Management	6	50	50
	Internal Paper I	Advanced Marketing (or)	6	50	50
	Internal Paper –II	Financial Services (or)	6	50	50
	Internal Paper –III	Human Resources Management	6	50	50
2	Dissertation				100

## **M.PHIL**

### **Semester I                      Core Paper I - RESEARCH METHODOLOGY**

#### **Unit I**

Research: Meaning and purpose– Limitation in social and behavioral research – types of research – research design. Steps in research – preparation of research design – construction of tools – fieldwork and collection of data.

#### **Unit II**

Formulation of Hypothesis: Meaning of hypothesis - types of hypothesis – sources of hypothesis – testing of hypothesis – errors in testing (Type I and Type II).

#### **Unit III**

Sampling techniques: Sampling theory – sampling error and data collection error – sample size – sampling methods and their application - Principles and method of collection of data– scales – checklists: pretest, pilot study – reliability testing and validating a questionnaire. Attitude measurements – methods of scale construction – multidimensional scaling

#### **Unit IV**

Processing and Analysis of data: - Statistical Analysis - Descriptive Statistics: Diagramatic and graphic representation of data- measures of central tendency – measures of dispersion – sampling distribution – testing of hypothesis – z test, t test, F test – correlation and regression – association – Chi-square test. Analysis of differences among variances and attributes- parametric analysis of variance (F test – one way and two way analysis of variance) – non parametric analysis of variance – Friedman test – Kruskal – Wallis test- Mann Whitney test – Wilcoxin test – (theory and Simple Problems)

#### **Unit V**

Basics of factor analysis, cluster analysis – other multivariate analysis and when to use them using computer software- interpretation of findings - Report writing: Target audience – types of reports.

### **BOOKS RECOMMENDED:**

1. G.R. Kothari, Research Methodology & Techniques, Wiley Eastern, 1994
2. Ferser, Research Methods in Economics & Business, Verdo MacMillan
3. R.K Dwiredi, Research Methods in Behavioural Services, MacMillan
4. John W. Best & James V. Khan, Research in Education, Prentice Hall of India, 2000
5. A.N Sadhu & Amarjit Singh, Research Methodology in Social Sciences, Himalaya Publishing House, 1992
6. William Giles Campbell, Form & Style in Thesis Writing, Houghton Mifflin Company, 1954 (Latest Edition)
7. Lokesh Koul, Methodology of Educational Research, Vikas Publishing House Pvt. Ltd.

8. O.R.Krishna Swami, Methodology of Research in Social Sciences, Mumbai, Himalaya Publications, 2002
9. Alistall, Doing Statistics with SPSS, Saga Publication, New Delhi, 2002

## Core Paper II - ADVANCED FINANCIAL MANAGEMENT

### Unit I

FM Environment – Corporate objectives Vs. Financial goals and functions – Reconciliation of financial goals and social objectives – An outline of financial system in India – influence of Corporate Organisation and taxes on FM – Regulation of SEBI regarding capital issues and stock exchanges - FM tools for analysis and control – Financial statements analysis, Ratio analysis, fund flow analysis, break – even analysis (theory and Problems)

### Unit II

Firm's investment decision – practical application of capital budgeting – modern analytical tools and project appraisal and evaluation methods in private and public sector enterprises – Risk analysis in investment appraisal (theory and Problems) - Financing decisions and capital structure – characteristics of financing methods- analysis of internal and external financing methods – lease financing – determinants of capital structure – regulations relevant to long term financing – managing investments. (theory and Problems)

### Unit III

Option Pricing theory: and its implications on the corporate financial policy (theory and Problems) - Dividend Policy; Behavioural models of dividend policy – clientele effects-relationship between dividends and values (theory and Problems)

### Unit IV

Working capital management – theory Vs. practice – principles – working capital forecast – individual current assets management (theory and Problems) - Financial growth and development – mergers of terms of merges- tests of merger returns – tests of market power. Financial services – merchant banking, mutual funds CRISIL, rating – factoring – new issues market (theory only)

### Unit V

Capital assets pricing Sharpe's CAPM – security Analysis and Portfolio selection – Markowitz portfolio theory (theory only) - FM and Market Efficiency – Random walk theory – Harry Roberts classification of Market Efficiency Capital in India – Role of SEBI – Investor (theory only)

### BOOKS RECOMMENDED:

1. Prasanna Chandra, "Financial Management", Tat McGraw Hill Publishing Company Ltd
2. S.N Maheswari, Financial Management, Sultan Chand Ltd, New Delhi
3. L.J.Gitman and Dr.M.Manickam, Principles of Managerial Finance, Pearson Education.
4. I.M. Pandey, " Financial Management", Vikas Publishing House (P) Ltd.
5. Khan & Jain , " Financial Management", Tata Mcgraw-Hill Publishing Company Ltd.

6. James C. Van Horne, “Financial Management and Policy”, Pearson Education

### Paper I (Internal)

## ADVANCED MARKETING

### UNIT I

Marketing - Concepts, Types, Marketing of Products, Securities, Services, Export Marketing - Marketing Segmentation and Targeting and Marketing Environment

### UNIT II

Products –meaning and classification –product planning and development – Product Life Cycle – product mix Vs Marketing Mix –product line strategies –branding, packaging grading, standardization, labeling.

Product pricing – price determination pricing policies, strategies and techniques – distribution channels – sales promotion techniques and methods – salesmanship and advertising.

### UNIT III

Distribution cost analysis – break up of distribution cost – marketing risks – control and management – direct marketing – maxi marketing model, Marketing finance – sources – sale on open account- bank credit, factor accounts receivable, financing – alternative methods- financing of internal marketing and external marketing.

### UNIT IV

Marketing ethics – Consumer Protection Act – State level councils – RTPs and UFTs under MRTP Act – Legal provision to prevent adulteration, underweight, under standard etc.

### UNIT V

Basic of Retail Marketing in India – Supplies Chain Management – Branding in Retailing – Private Labeling – Franchising concepts

BOOKS RECOMMENDED:

1. Stanton W.J. et., - Fundamentals of Marketing, McGraw Hill, New York, 1991.
2. Philip Kotler, Marketing Management – 11<sup>th</sup> Ed. New Delhi, Pearson Education, 2002.
- 3 . Rarnaswami and Namakumari – Marketing Management in Indian Context, Tata McGrawHill, New Delhi, 1994.
4. Kenneth Bernharot, Marketing Management, Tata McGraw Hill & McGraw Hill International Editions, 1997
5. Harper W. Boyd, Marketing Management, Tata McGraw Hill & McGraw Hill International Editions, 1998
6. Joseph P. Guimnan, Marketing Management Strategies & Programs, Tata McGraw Hill & McGraw Hill International Editions, 1997
7. J. Paul Peter, A Preface to Marketing Management, Tata McGraw Hill & McGraw Hill International Editions, 1997
8. John A. Quelh & Robert Dolan, Marketing Management, Tata McGraw Hill & McGraw Hill International Editions, 1993

Paper II (Internal)  
FINANCIAL SERVICES

UNTT - I

Bank and Banking -Permissible banking activities-Types of banks in India- Role of RBI as a regulator- Banker and customer- Types of relationship between bank and customer –Bank`s obligation to customers - Types of accounts and customers- Types of lending-charging of securities - Banks and technology- Various IT products and services- International banking services- Insurance service- Need and importance Life and non life insurance- Players in life and non life insurance- Essentials of insurance contracts- Risk appraisal and selection- Life and non life insurance products including unit linked plans

UNTT - II

Merchant Banking- SEBI guidelines for merchant bankers – Issue Management – Equity issues – Rights issues – Debenture issues – Book building – Private Placements – Pre & Post issues activities – Raising capital from International markets: ADRs, GDRs , ECB etc.

UNTT – III

Lease and Hire purchase- – Meaning and Types of leasing– Hire Purchasing- Concepts and features-Credit rating and Securitization of debts - Definition and meaning- Process of credit rating of financial instruments- Rating methodology-Rating agencies – Rating symbols of different companies -Securitization of debt- Meaning- Features- Special Purpose Vehicle- Pass Through Certificate & mechanism – Benefits of Securitization – Issues in Securitization

UNTT - IV

Depository Service and Mutual funds: - Depository services- Role of depositories and their services— Advantages of depository system –NSDL and CDSL- Depository participants and their role- Stock Broking Services including SEBI guidelines - Mutual Funds – Structure of

Mutual Funds- Types Mutual Funds – Advantages of mutual funds - Exchange Traded Funds – Hedge funds- Regulations on mutual funds – Accounting aspects – Performance Evaluation.

#### UNTT - V

Money Market Instruments – Treasury Bill – Commercial bill – Commercial paper – Certificate of deposit – REPO/Reverse REPO – Call money- Notice money – Term money – Credit card – Bill discounting – Factoring – Forfaiting – Consumer finance – Reverse mortgage service- Marketing of Financial Services – Conceptual framework – Distribution – Pricing – Promotion – Attracting & retaining customers – Segmentation –Positioning – Development and launching of new products – Behavioral profile of customers.

#### BOOKS RECOMMENDED:

1. M.Y.Khan, Financial Services, Tata McGraw Hill Publishers
- J.C.Verma, Merchant Banking,
- S.G.Guruswamy, Financial Services & System, Thomson Learning
- Gorden & Nataraju, Financial Services, Himalaya Publishing House
- Pathak, Indian Financial System, Pearson Education.
- Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
- L.M.Bhole, Financial Institutions and Markets, Tata McGraw Hill Publishers
- Machiraju, Indian Financial System, Vikas Publishing House Pvt. Ltd.
- N. Mohan, Merchant banking and financial services, Excel books.

Paper III (Internal)

### HUMAN RESOURCES MANAGEMENT

#### Unit I

Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

#### Unit II

Manpower Planning – Concept, organization and practices, manpower planning techniques– short term and long term planning.

#### Unit III

Recruitment and Selection Skill – Job analysis – Description – Job Specification – Selection Process – Tests and interviews – Placement and induction. Performance appraisal – purpose – Factors affecting performance appraisal – Counseling.

#### Unit IV

Training and development – Need and Importance – Assessment of training needs - Training and development and various categories of personnel – Career planning and development –Career counseling, promotions and transfers – Retirement and other separation processes.

#### Unit V

Wages and Salary administration – Developing a sound compensation structure, Regularity provisions – Incentives – Grievance handling and discipline – Developing grievance handling and discipline – Development grievance handling systems – collective bargaining –Managing conflicts.

#### BOOKS RECOMMENDED:

C.B. Memoria, 2000, Personnel Management, New Delhi, Himalaya Publications.

Edwin Flipp, 1999, Personnel Management, New Delhi, McGraw Hill Publications.

Davis & Newstrom, 2000, Human Behaviour at Work, New Delhi, McGraw Hill Publications.

Fred Luthans, 2000 Organisational Behaviour, New Delhi, McGraw Hill Publications.

Stephen P. Robins, 2001 Organisational Behaviour, New Delhi, Prentice Hall of India.

#### PATTERN OF QUESTION

The details of the question paper pattern for End of Semester Examination (ESE) for M. Phil are as follows:

**Part A:** Eight questions are to be set and students to answer FIVE out of EIGHT. Each question will carry EIGHT marks.

Total :  $5 \times 8 = 40$  marks.

**Part B:** FIVE questions are to be set and students to answer THREE out of FIVE. Each question will carry TWENTY marks.

Total :  $3 \times 20 = 60$  marks.



## Semester II – DISSERTATION (M.Phil)

### PROJECT REPORT AND VIVA VOCE

M.Phil. had been introduced with the unique pattern of course content to culminate practical learning through undergoing training in corporate bodies. To acquaint with spontaneous lead to compare and contrast theoretical as well as practical oriented interpretation of the various managerial and secretarial aspects of business in general.

The student can select their topics from fields like Marketing, Organizational Behavior, Finance, Human Resource Management etc., The report should include field studies, surveys, interpretations, planning and design of an improved and integrated management systems, presented in a comprehensive manner with recommendation for solution based on scientifically worked out data.

The contents of the Report may include the following:

#### Chapter I – Introduction

This chapter includes:

- ❖ Nature and Importance of the study
- ❖ Statement of the current problem
- ❖ Objectives of the study
- ❖ Scope and Limitations of the study
- ❖ Methodology used for the study
  - i. Data collection
  - ii. Statistical Techniques used

#### Chapterisation

#### Chapter II – Profile of the Company

This chapter consists of:

- ❖ History and Evolution, Incorporation.
- ❖ Organisation Chart, Departmentation.
- ❖ Office Layout and Management.
- ❖ Indicators of Growth.

#### Chapter III – Review of Literature

This Chapter deals with:

- ❖ Conceptualization of the subject matter selected for study.
- ❖ Conclusion derived by the previous studies related to the subject matter selected.

#### Chapter IV – Analysis and Interpretation

This chapter contains:

- ❖ The results secured from the statistical analysis, implying the relationship between the variables and the subject matter studied.
- ❖ Interpretation of the inferences obtained.

#### Chapter V – Summary and Conclusion

This chapter portrays:

Gist of the preceding five chapters, findings and conclusions.

- ❖ The Report shall consist of 100 to 150 printed pages excluding the pages containing the Tables, Figures, Charts, Bibliography and Appendices.
- ❖ A candidate failing to secure the minimum for a pass (50%) shall be required to resubmit this report to the department later.