

**H.H. THE RAJAH'S COLLEGE (AUTONOMOUS)**

**(Accredited with B+ by NAAC)**

**PUDUKKOTTAI – 622 001**

**M.Phil.**

**DEPARTMENT OF COMMERCE**

**BOARD OF STUDIES 2018 – 19**

**(Under Common CBCS Pattern)**

**DEPARTMENT OF COMMERCE**  
**BOARD OF STUDIES 2018–19**

The Meeting of the Board of Studies was conducted on 28–06–2018. The proposed new syllabi were presented before the Board.

The presentations of the proposals are enclosed.

1. Brief
2. Distribution of hours, marks and credits for M.Phil. (Annexure–I)
3. Title of the courses proposed for M.Phil. (Annexure–II)
4. Question paper pattern for M.Phil. (Annexure–III)
5. Syllabi for M.Phil. (Annexure–IV)

**H.H. THE RAJAH’S COLLEGE (AUTONOMOUS)**  
**PUDUKKOTTAI –622 001**  
**DEPARTMENT OF COMMERCE**  
**BOARD OF STUDIES 2018 – 2019**

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10	Mr. T. THENAPPAN, M/S. Ganesh Timbers , Pudukkottai.	PROFESSIONAL EXPERT
11	S.ABDUL HAKKIM, Department of Commerce, H. H. The Rajah's College (Auto), Pudukkottai.	ALUMNI MEMBER

## REVISION OF SYLLABI FOR M.PHIL

### BRIEF

- As per the instruction from the Director of Collegiate Education, Chennai and from the Registrar, Bharathidasan University, Trichy, it has been decided to have a uniform pattern for all subjects as detailed below.

Program	Total No. of Papers	Total Max. Marks	Total Credits
M.PHIL	4	400	16
Dissertation		200	8
		600	24

- ❖ For M.Phil. Course – distributing the available 30 hours / week for various papers as shown in Annexure–I
- ❖ Title of courses proposed for new syllabi is shown in Annexure–II for M.Phil.
- ❖ The question paper pattern for M.Phil. is shown in Annexure–III
- ❖ The syllabi for I and II semester courses for M.Phil. is given in Annexure–IV

Whenever there is an urge for change and up gradation for syllabi, the revisions are made and the proposed new syllabi and copy of the old syllabi are submitted herewith.

Skill based and value based courses are included as per the suggestions by the University and Tamil Nadu Government.

**ANNEXURE – I**  
**M.PHIL PROGRAMME**  
**COURSE STRUCTURE**

Semester	Course	Title of the paper	Marks			Exam hours	Credit
			IA	UE	TOTAL		
I	Course I	Research Methodology	25	75	100	3	4
	Course II	Related to the research work	25	75	100	3	4
	Course III	Guide Paper	25	75	100	3	4
	Course IV	Common Paper (Teaching and Learning skills)	25	75	100	3	4
II	Dissertation	Viva-Voce Dissertation 50 Marks                      150 Marks			200		8
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>600</b>		<b>24</b>

The following components shall be adopted for continuous internal evaluation/ assessment.

I	Best Two Tests out of 3	10 Marks
II	Attendance	05 Marks
III	Seminar	05 Marks
IV	Assignment	10 Marks
	Total	25 Marks

**ANNEXURE – II**

**H.H.THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI – 622 001**

**ACADEMIC YEAR 2018 – 19**

**FOR M.PHIL**

SEMESTER	COURSE	TITLE	MARKS			CREDIT
			CIA	U.E	TOTAL	
<b>FIRST SEMESTER</b>	COURSE I	Research Methodology	25	75	100	04
	COURSE II	Unit I–Organization Theory and Behaviour Unit II–Marketing Management	25	75	100	04
	COURSE III (Elective)	Guide Paper	25	75	100	04
	COURSE IV	Teaching and Learning Skills	25	75	100	04
<b>SECOND SEMESTER</b>	DISSERTATION	Dissertation	<b>Viva</b>	<b>Dissertation</b>	<b>Total</b>	08
			50	150	200	
Total			150	450	600	24

### **Programme Educational Objective (PEO)**

M.Phil. course is introduced to provide theoretical and research-based knowledge to the students who have completed post-graduate degree. The course content is designed to impart knowledge regarding theory and techniques of research. Moreover, to enhance their research skill in the application of research techniques, the dissertation work is also included in the curriculum

### **Programme Outcomes (PO)**

The students of degree of Master of Philosophy on completion of the course will develop their capabilities on the following:

M.Phil. Programme is designed to enable students to develop:

- PO-1** To make the students to develop a comprehensive ideas of commerce and trade
- PO-2** To sensitize about the emerging challenges and issues across the Globe in Trade and Commerce.
- PO-3** To address manpower requirement in the field of Human Resource Management
- PO-4** Provide training required for undertaking research in commerce
- PO-5** Prepare scholars for undertaking higher responsibilities in such areas as Financial Management, Human Resource Management and Marketing Management.

### **Programme Specific Outcomes (PSO)**

- PSO-1** To encourage the scholars to do quality research in the area of Commerce.
- PSO-2** To familiarise the students about the promotion of human relations
- PSO-3** To enhance the skills of ICT and apply them in Teaching, Learning, Contexts and Research.
- PSO-4** To provide a source of inspiration by appearing competitive exams
- PSO-5** To make them employable in reputed higher institutions.

# **ANNEXURE–III**

## **Question Paper Pattern for M.Phil. Programme:**

**Section A:** 10 Questions  $\times$  2 Marks = 20 Mark

(Two Questions From each unit)

**Section B:** 5 Questions  $\times$  5 Marks = 25 Marks

(Internal Choice and on set of questions from each unit)

**Section C:** 3 Questions  $\times$  10 Marks = 30 Marks

(Answer any three out of 5 questions and one question from each unit)



**ANNEXURE – IV**  
**SYLLABUS**

## **COURSE I – RESEARCH METHODOLOGY**

### **SUB.CODE–18MCO1**

**Objective:**

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

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Identify and discuss the role and importance of research in the social sciences.
CO-2	To design the Research Proposal and decide the sample techniques and size.
CO-3	To understand the mode of collecting data and do the interpretation of the same.
CO-4	To expose the scholars to statistical tools and packages, imperative for researches
CO-5	Prepare the students for designing appropriate research report.

**Unit – I**

**Introduction to Research** – Concept of Research, Approaches to Research, Types of Research, Need for Research, Major Difficulties in the Area of Business Research – Research Methodology – Formulation and Identification of Research Problem – Scope, Period and Objectives of Research; Hypothesis – Research Design ( Observational Design, Analytical Design and Sampling Design) for Different Types of Researches – Exploratory, Descriptive and Analytical.

**Unit – II**

**Methods of Data Collection** – Primary and Secondary Data – Methods for Primary Data – Schedule and Questionnaire, Field Visits, Interviews and Scaling Techniques. Major Sources of Secondary Data.

**Unit – III**

**Statistical Analytical Tools** – Processing of Data (Classification and Tabulation) and an Overview of Measures of Central Tendency, Variation, and Skewness; Simple, Partial and Multiple Correlation and Regression; Coefficient of Association and Analysis of Time Series. (An Elementary Exposure for the use of SPSS should be explained). The Theory of Estimation and Hypothesis Testing – Universe /Population, Basic Laws of Sampling, Sampling Techniques,

Sampling Distribution and Central Limit Theorem, Statistical Hypothesis, Errors in Hypothesis Testing, Levels of Significance, Point and Interval Estimates, Parametric Tests – Z–test, t – test and F–test for small and Large Samples.

#### **Unit – IV**

**Non–parametric Tests** – Chi–square test, Sign test, MCNEMER test, Fisher Irvin test, Wilcoxon Matched Pairs test, Rank Correlation Co–efficient, Kruschal Wallis test and Kendall’s Coefficient of Concordance. Preparation of a Research Proposal (Assignment should be given to the students relating to the topic of their M.Phil. Dissertations).

#### **Unit–V**

**Report Writing** – Salient Features of an Ideal Research Report, Major Divisions of the Report, Method of Giving Footnotes, References, Appendix, Bibliography, etc. and precautions for writing the report.

#### **References:**

- 1) Business Research Methods by C. William Emory, Washington University, Richard D. Irwin, Inc. Homewood, Illinois, 1976.
- 2) Business Research Methods by Clover, Vernon T. and Belsley H.L.
- 3) Theory and Practice in Social Research, by Hansraj, Delhi, 1979.
- 4) Research Methodology in Social Sciences, by Sadhu & Singh, Himalaya Publishing House.
- 5) Research Methodology by C. R. Kothari, Vikas Publishing House, Delhi.
- 6) Statistical Methods by S. P. Gupta – Sultan Chand and Sons, New Delhi.

#### **Websites and e–learning sources**

1. [www.modares.ac.ir/Agr.Oth.Lib.17.pdf](http://www.modares.ac.ir/Agr.Oth.Lib.17.pdf)
2. <http://www.researchgate.net/publication>
3. <http://groups.google.com/forum>

#### **Distribution of Marks:**

**Theory: 60% (Unit–I, Unit–II and Unit–V)**

**Problems: 40% (Unit–III and Unit – IV)**

#### **Course Outcomes:**

Students who successfully complete this course will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
CO-1	Scholars would have understood the concepts of research methods in Commerce	9	9	9	9	9
CO-2	Scholars would have learnt to design the Research Proposal and decide the sample techniques and size.	9	9	9	9	9
CO-3	Scholars would have become familiar with the mode of collecting data and do the interpretation of the same.	3	3	3	9	9
CO-4	Scholars would have been exposed to the statistical tools and packages, imperative for researches	9	9	9	9	9
CO-5	Scholars would have learnt the art of writing the reports and to be cautious of plagiarism.	3	3	9	9	9
Total		33	33	39	45	45
Weightage		<b>26.83</b>	<b>31.43</b>	<b>31.71</b>	<b>45.45</b>	<b>40.54</b>

## COURSE II – UNIT – I ORGANISATION THEORY AND BEHAVIOUR

### SUB.CODE – 18MCO2

**Objective:** To develop the knowledge and skill through understanding of the concepts of Organisation Theory & Behaviour and Marketing Management.

#### Course Objectives:

#### The Learner will be able to

CO No.	Course Objectives
CO-1	To recognise various concepts which explain the causes for organizational Behavior
CO-2	To identify the factors affecting individual behavior, perceptive values and attitudes
CO-3	To understand the effectiveness of group dynamics and motivational techniques while taking up leadership roles
CO-4	To describe various factors of product and pricing
CO-5	To understand various dimensions of marketing Environment and determine the factors influencing buyer behaviour

#### Unit I

**Fundamentals of Organizational Behaviour:** Historical Development of Organizational Behaviour. Dynamics of the people and organisations – Models of Organizational Behaviour – Custodial Model – Supportive model – Understanding social system – Social culture – Role – Status Organizational culture – Limitations of Organizational Behaviour.

#### Unit II

**Motivation and Job Satisfaction :** Human needs and wants – Achievement motivation – Power motivation, Maslow's Hierarchy of needs – Herzberg's two factor model – ERG model – Valance model – Expectancy model . Job satisfaction – Benefits of job satisfaction – Involvement Organizational Commitment

#### Unit III

**Leadership & Personality Development:** Management and Leadership – Traits of effective leader, positive leader and negative leader power styles – Autocratic, participative, free rein leader. Managerial grid model – situational leadership model. Path – Goal model of Leadership. Qualities of an efficient leader. Personality Development – Inter Personal Relationship – Johari window – Transactional Analysis – Three ego status – Simple and complex type – Life position and Benefits of T.A.

#### Unit IV

**Group Dynamics, Behaviour and team building:** Definition – Concept of Group Dynamics – Group cohesiveness – Group Behaviour, problems associated with groups and committees – Structured approach – potential outcome of group process – weakness of group. Ingredients of

effective team – team building process – skills useful in team – Individual conflict – group conflict – organizational conflict.

### **Unit V**

**Organizational Changes and Organizational Development :**The nature of work change – responses to change – costs and benefits – resistance to changes – reasons for resistance – types of resistance – benefits of resistance – implementing changes successfully – three stages of change – organizational learning curve for change – building support for change. Understanding organizational Development – characteristics of organizational development – organizational development process – benefits and limitations of OD.

### **Reference Books :**

- 1.Davis and Newstrom, Human Behaviour at work, McGraw Hill Co.,
- 2.Fred Suthan's Organizational behavior McGraw Hill Co.,
- 3.Dwivedi R.S., Human Behaviour and Organization & IBH

### **Websites and e-learning sources**

1. [www.bowvallycollege.libguides.com/c.php](http://www.bowvallycollege.libguides.com/c.php)
2. <https://nscpolteksby.ac.id/files/Ebook>
3. <https://www.investopedia.com/terms>

## **COURSE II –UNIT II – MARKETING MANAGEMENT**

### **Objectives:**

#### **Unit I**

**Evolution and Development of Marketing** – Role of marketing in Modern organization – Recent Trend in Marketing – classification of markets – Marketing strategy and organization for evolving Indian market process of analyzing opportunities – choosing objectives – formulating plans – carrying out the implementation, control and follow –up – Green Marketing

#### **Unit II**

**Marketing Structure** – Kinds – channel policy and selection criteria – Market measurement and forecasting – segmentation and targeting the market – Distribution policy – features of middleman–understanding the buyer : Roles in consumer decision making – influence on buyer Behaviour – tools to study Buyer behavior.

#### **Unit III**

**Product strategy and Pricing Policy:** Product mix, Brand strategy Packaging technology and labeling – product life – Cycle concept. The price mix – pricing problems– objectives – pricing in big business – factors affecting pricing – method of pricing – initiating price changes – meeting price changes.

#### **Unit IV**

**Advertising and Salesmanship:** Purpose and scope of advertising – goals of advertising – importance of advertising – Institutional framework in Advertising – Advertising Agencies – Advertising decisions, Advertising budget. Growing significance of sales promotion – sales force decisions – Task of salesman – Size of sale force – recruiting, selection, training , motivating, and evaluating sales force.

#### **Unit V**

**Marketing Research and Contemporary Issues in Marketing:** Objectives and methods of marketing research – Major issues for research – Methodology – For research questionnaire – Interview methods – Measurement of scaling techniques and data analysis. Global marketing – Rationale for Globalization – Principle driving force in Global Marketing – Product strategy for Global Markets and organizing for Global Marketing.

**Reference Books:**

1. Cundiff, Still & Covoni : “Fundamentals of Modern Marketing”(Prentice Hall of India)
2. Cundiff, Still & Covoni : “Sales Management” (Prentice Hall of India)
3. Philip Kotler : “Principle of Marketing”(PHI)
4. Harper W. Boyd & Ralph Westfall : “Marketing Research – Text and Cases”(\*Richard D.Irwin).
5. Rajan Saxena : “Marketing Management”(Tata McGraw Hill Publishing Company ltd)

**Websites and e-learning sources**

1. <https://en.wikipedia.org/wiki/marketing>
2. <https://www.omicsonline.org/scholarlly>
3. <http://www.researchgate.net/publication>

**Course Outcomes:**

Students who successfully complete this course will be able to:

CO No.	Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO-1	Explain the concepts of organisational behaviour and marketing management	9	9	9	9	9
CO-2	Acquire the leadership and personality skills among the scholars	9	9	3	3	3
CO-3	Describe the elements of the Marketing Mix, its importance and its application	9	9	9	9	9
CO-4	Elucidate the concept of buyer persona and its importance for constructing effective marketing campaigns.	9	9	9	3	9
CO-5	Describe marketing research, how it is done and how it helps in achieving marketing effectiveness.	9	9	9	9	9
Total		45	45	39	33	39
Weightage		<b>36.59</b>	<b>42.86</b>	<b>31.71</b>	<b>33.33</b>	<b>35.14</b>

**Course – III**  
**Guide Paper**  
**(Paper on Topic of Research)**  
**Sub. Code: 18MCO3**

The syllabus will be prepared by the Guide



## **COURSE IV – TEACHING AND LEARNING SKILLS**

### **SUB. CODE–18MCP**

**Objective:** To enable the students to develop general skills required on Teaching, Learning Process through Computer Application Skills, Communicative Skills and Educational Skills

#### **Course Objectives:**

To enable the students to

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Develop learning process through Computer Application Skills
CO-2	Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
CO-3	Acquire communication skills by using ICT tools.
CO-4	Promote student learning and enrich the overall system of education.
CO-5	Enable the students to develop general skills required on Teaching

#### **Unit–I Computer Applications Skills**

Computer systems: Characteristics, parts and their functions – Different generations of computer – operation of computer: switching on/off/restart, Mouse control, Use of key board and some functions of key – 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.

#### **Unit–II Communication Skills**

Communication: Definition – 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            Communication Technology**

Communication Technology: Bases, Trends and Developments – skills of using communication Technology – computer Mediated Teaching: Multimedia, E – content – satellite-based communication: EDUSAT and ETV channels. Communication through Web: Audio and Video applications on the internet, interpersonal communication through the web.

### **Unit IV Pedagogy**

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–Modes of teaching: CAI,CMI and WBI.

### **Unit V Teaching Skills**

Teaching Skill: 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.

#### **Reference Books:**

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Don Skinner (2005), Teacher training, Edinburgh University press Ltd., Edinburgh.
3. Information and communication Technology in Education: A Curriculum for schools and programme of Teacher development, Jonathan Anderson and Tomvan weart, UNESCO 2002.
4. Singh V.K and Sudarshan K.N. (1996) Computer Education, Discovery Publishing Company, New York.
5. Sharma R.A (2006) Fundamentals of Educational Technology, Surya Publications, Meerut.
6. Vanaja M and Rjasekar S (2006) Computer Education, Neelkamal Publications Hyderabad.

### Websites and e-learning sources

1. <https://www.educationcorner.com/study>
2. <https://asiasociety.org/education/teaching>
3. <https://www.progressiveteacher.in/new>
4. <https://learningskillsindia.com>

### Course Outcomes:

Students who successfully complete this course will be able to:

CO No.	Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO-1	Develop the knowledge of Computer Applications and the use of ICT tools.	9	9	9	9	9
CO-2	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.	9	9	9	3	3
CO-3	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.	9	3	9	3	3
CO-4	Oriented towards Basics of pedagogy and familiarized with the educational process.	9	3	9	3	3
CO-5	Understand the concept and process of teaching-learning.	9	3	9	3	9
Total		45	27	45	21	27
Weightage		36.59	25.71	36.59	21.21	24.32

**SEMESTER – II**  
**DISSERTATION**  
**SUB. CODE: 18MCO4**

**Course Objective**

In the second semester, the students are given major emphasis to pursue research work on a chosen research problem. The modular objectives include research proposal, presentations on the research work done, submission of dissertation and viva voce examination

**Learning Outcome**

Students are prepared to take up research.