

**M.Phil Commerce  
Courses Offered**

I Semester	Subject code	Title of the paper	Hours/week		Credit
			Contact	Library	
C1	MPA181	<b>Professional Skills for Teaching – Learning</b>	3 + 2	2	3 +1
C2	MPA182	Research Methodology	5	3	4
C3	MPA183	International Trade	5	3	5
C4	MPA184	<b>Optional</b> (In-depth study paper): (a) Human Resource Management	3	4	5
	MPA185	(b) Organisational Behaviour			
	MPA186	(c) Modern Marketing Management			
II	MPZ18 D	<b>Project</b>	20		12
		<b>TOTAL</b>			<b>30</b>

**Semester I  
C1: Professional Skills For Teaching – Learning  
Sub Code: MPA181**

No. of hours per week			Credit	Total no. of hours	Marks
<b>T</b>	<b>P</b>	<b>Library</b>	3 + 1	75	100
3	2	2			

**Objectives**

1. To empower scholars with soft skills.
2. To introduce the teaching and dynamics of teaching – learning
3. To facilitate e- learning/ e-teaching with the ICT tools
4. To acquire practical skills (in subject) aiming at gaining confidence to handle practical classes
5. To develop teaching skills and gain confidence in teaching.

**Unit I: Soft Skills**

Introduction to Soft Skills, Soft Skills Vs Hard Skills, types of Soft Skills.

**Communication Skills:** Basics in communication, structure of written and oral sentences, Verbal, non-verbal, body language, Intrapersonal and Interpersonal Communications, Activities in Effective Communication.

**Behavioral Skills:** Leadership skills, Time Management, Creativity and Lateral thinking.

**Interview Skills:** Resume Writing, Different types of interviews, Etiquettes in interviews, Mock interviews.

**Team Building and Group Discussion:** Progressive stages of Team Building, Parameters of GD (special reference to attending, listening, responding skills).

**Language skills (LSRW):** Strategies to acquire LSRW skills.

**Unit II: Techniques and Dynamics of Teaching- Learning**

**Emerging trends in Educational Psychology:** Meaning, Scope and Methods

**Learning:** Different Theories of learning, Approaches to learning (Classical Conditioning- Ivan Pavlov; Operant conditioning- B.F.Skinner); kinds of learning, factors affecting learning.

**Motivation:** Intrinsic and extrinsic motivation, Development of memory and intelligence.

**Unit III: Incorporating Teaching and Learning via Modern Gadgets:**

**An Overview of Microsoft Office-2007:** MS WORDS-2007- MS Excel-2007- MS Powerpoint - 2007. Concepts in e-Resources: Making use of Web Resources.

**ICT for Research:** On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations.

**Unit IV: 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 –LCD Projector- AV aids – Smart class room. Teaching – learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion – Modes of teaching: CAI, CMI and WBI

**Unit V: Learning, Teaching and Evaluation Practice**

Teacher assisted class room teaching- assignment – (5 classes) and Teacher evaluation and suggestions.-Teacher assisted laboratory practice –assignment – (5 lab sessions) and teacher evaluations and suggestions

**Reference Books**

Don Skinner (2005), Teaching Training, Edinburgh University Press Ltd, Edinburgh  
Sharma, R.A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut  
Vanaja, M. and Rajasekar, S (2006), Computer Education, Neelkamal Publications, Hyderabad  
Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi

**Semester I**

**C2: Research Methodology**

**Sub. Code: MPA182**

No. of hours per week		Credit	Total no. of hours	Marks
Contact	Library			
5	3	4	75	100

**Objective**

To equip students with basic understanding of research methodology and application of modern analytical tools & techniques for management decision making.

**Unit I: Introduction**

Research: Meaning – purpose- Types of Research – Steps in Research - Meaning, Definitions of Research Methodology - Nature of Social Research - Research and Business decisions - Procedures of conducting Research - Types and Methods of Research - Form of scientific models - Selection and formulation of Research problem – Review of Literature - Research Gap.

## Unit II: Research Design & Data Collection

Preparation of Research Design - Evaluation of research design - Factors affecting research design - Sampling techniques - Methods of sampling - Sources of Information- Collection of data - Methods of data collection - Selection of a appropriate method of data collection – Sources - Techniques - Questionnaire design: Pilot study - pretesting – Interview schedule - Scaling techniques.

## Unit III: Analysis of Data -I

Data processing: Meaning, Steps - Analysis of data – Interpretation of data through SPSS – Correlation – Partial and multiple, Regression – Partial and Multiple- Garret Ranking Techniques - Time series analysis.

## Unit IV: Analysis of Data –II

Hypothesis - Concept, steps, sources - Formulation of hypothesis - Testing of hypothesis - Two tailed and one tailed test - Chi – Square test, 't' test, 'z' test , 'F' test and ANOVA.

## Unit V: Report Writing

Research Reports - Problems and Precautions - Types - Mechanics - Layouts - Formats, Style sheets - Contents of research report - Steps in drafting reports - Footnotes and bibliography writing.

## Reference Books

Kothari, C.R. & Gaurav Garg (2014). Research Methodology (3<sup>rd</sup> edition). New Delhi, New Age International Private Limited Publishers.

Saravanavel, P.(2014). Research Methodology (16th edition).Allahabad, Kitab Mahal Publication.

Donald R. Cooper.(2006) . Business Research Methods (9<sup>th</sup> edition). New Delhi, Tata McGraw-Hill publishing Company Limited.

Dr.Kapoor, D.R., & Puja Saigal. (2013). Research Methodology Methods & Techniques (1<sup>st</sup> edition) Regal Publications.

Jai Narain Sharma. (2011). Research Methodology (2<sup>nd</sup> edition). New Delhi, Deep & Deep Publication Private Limited.

### Semester I C3: International Trade Sub. Code: MPA183

No. of hours per week		Credit	Total no. of hours	Marks
Contact	Library	5	75	100
5	3			

## Objective

To provide an in-depth knowledge on international trade.

## Unit I

**An Overview of International Trade** - Merchandise Trade - Trade in service - Global sourcing - Counter trade - Global trade and developing countries.

**Trade Policy (Free Trade vs Protection)** - Argument for free trade - Arguments for protection - Demerits of protection - Trade barriers - Non-tariff barriers.

**Regional Economic Integration and Co-operation** - Types of integration - European Union - Indo - EU Trade - Other regional groupings - Economic integration of developing countries - South - South co-operation - SAARC - SAPTA- Indo - Lanka free trade agreement.

## **Unit II**

**International Commodity Agreements, Cartels and State Trading** - Commodity agreements - Quota agreements - Buffer stock agreements - Cartels - State trading - Bilateral/ multi lateral contracts.

**Balance of Payments** - Components of BOP - BOP disequilibrium - Correction of BOP disequilibrium - Financing of BOP deficit.

**International Monetary System** - Pre-Bretton Woods period - Bretton Woods System - Managed floating - EMS, ECU and Euro.

## **Unit III**

**Foreign Exchange Market** - Meaning, nature and functions- Determination of exchange rates - Purchasing power parity theory - Balance of Payments theory - Exchange control - Exchange rate systems- Exchange rate classification - Convertibility of rupee - Devaluation - Currency exchange- Risks and their management - Foreign Exchange Management Act (FEMA).

**Eurocurrency Market** - Meaning and scope - Important features of the market - Origin and growth - Factors that contributed to the growth - Supply and demand - An evaluation of the Eurocurrency market.

## **Unit IV**

**World Trade Organisation (WTO)** - GATT - the Uruguay Round - WTO - Salient features of UR agreement - GATS - TRMs - TRIPs - Patents - Dispute - Settlement - Anti-dumping measures - An evaluation of UR agreement - UR agreement and developing countries - UR agreement and India.

**Multi National Corporation (MNCs)** - Definition and meaning - Importance and dominance of MNCs - Code of conduct - Multi Nationals in India.

**Globalization** - Meaning and dimensions- Stages of globalization - Essential conditions for globalization - Implications and impact of globalization - Globalization of Indian business.

## **Unit V**

**Foreign Trade Policy and Regulation** - Foreign Trade Policy - Regulation and development of foreign trade - Foreign Trade (Development and Regulation) Act - Export promotion - EOUs - EPZs and SEZs - International trade financing - Payment terms - Institutional finance for exports - EXIM Bank - Export credit risk insurance.

**Trade and BOP of India, Highlights of India's trade performance-** Determinants of exports - Determinants of imports - Major exports - Export product - Country matrix - Major imports - Direction of trade - Trends in invisible and current accounts - BOP - Major problems of India's export sector.

## **Reference Books**

Francis Cherunilum. (2006). International Economics. (5<sup>th</sup> Edition). Tata Mc Graw Hill Publishing Company Ltd.

Jhingan M.L. (2000). International Economics. (6<sup>th</sup> Edition). New Delhi, Vrindha Publication Pvt Ltd.

Mithani, M. (2003). International Economics. (4<sup>th</sup> Edition). Mumbai, Himalaya Publishing House.

Anil Arora. (2008). International Trade (2<sup>nd</sup> edition). New Delhi, Deep & Deep Publications Pvt. Ltd.

Francis Cherunilam. (2009). International Business (4<sup>th</sup> edition). New Delhi, PHI Learning Private Limited.

**Semester I**  
**C4: Human Resource Management I ( In –depth Paper)**  
**Sub. Code: MPA184**

No. of hours per week		Credit	Total no. of hours	Marks
Contact	Library			
3	4	5	45	100

**Objective**

Create awareness on various policies, practices and techniques of human resource management.

**Unit I: Introduction**

Introduction to Human Resource Management (HRM) : Meaning - Nature - Scope - Objectives - Personnel Management Vs. HRM - Importance of HRM - Problems of HRM - HRM as a Profession.

Classification of HRM - Functions of HRM - Managerial Functions and Operative Functions - Organisation of HRM Department - Qualities and Qualification of Personnel / Human Resource Managers. Environmental influences of HRM - External and internal environmental factors of HRM.

**Unit II: Planning, Recruitment and Selection**

Human Resource Planning, Recruitment and Selection: Human Resource Planning - Meaning- Need and Importance - Objectives - Problems - Process - Responsibility - Meaning - Factors influencing Recruitments - Recruitments Policy - Problems in Recruitments - Sources - Recruitment Practices in India.

Selection - Meaning - Factors affecting selection decisions - Selection policy - Steps in selection process - Techniques of selection, Placements and induction.

**Unit III: Job Related Issues**

Job Analysis - Job Description - Job Specification - Job Evaluation - Job Design - Job Simplifications - Job Enlargement - Job Rotation and Job Enrichment.

**Unit IV: Training and Development**

Development of Human Resources : Meaning of Training, developments and education - Training: Need and importance - Objectives - Types - Steps in training programmes - Evaluation of training programmes Management Development Programmes (MDP) - Essentials. Training and Developments in India - Problems - Government policy.

## Unit V: Performance Appraisal

Performance Appraisal - Problems in performance Appraisal - Factors influencing performance appraisal - Techniques - appraisal by MBO, Assessment Centre Method, Human Resource Accounting Method and Behaviorally Anchored Rating Scales.

Quality of Work life - Issues - Measuring Quality of work life - Obstacles - a quality circles - Techniques - How to make quality circles effective.

## Reference Books

Dr. Khanka, S.S.(2012). Human Resource Management (1st edition). NewDelhi, S.Chand& Company Ltd

Neha Verma. (2011). Human Resource Management (1<sup>st</sup> edition). New Delhi, Vayu Education of India

Prasad, L.M. (2006). Human Resource Management (2<sup>nd</sup> edition). New Delhi, Sultan Chand and Sons.

Gupta, C. B. (2006).Human Resource Management(7<sup>th</sup> edition) . New Delhi, Sultan Chand and Sons.

Rao, V.S.P. (2013). Human Resource Management (3<sup>rd</sup> edition), New Delhi, Anurag Jain For Excel Books.

## Semester I

**C4: Organizational Behaviour** (In-depth study paper):

**Sub. Code: MPA185**

No. of hours per week		Credit	Total no. of hours	Marks
Contact	Library	5	45	100
3	4			

## Objective

To describe the importance of human element in the organization and to analyze how industrial psychology and human relations movement ushered in the discipline of organizational behavior.

## Unit I

Organizational Behaviour : Meaning- Importance - Historical Development - Organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors- constraints over organization & management performance.

## Unit II

Individual Behaviour- Nature of man - similarities and differences among individuals - Models of man - Personality - Learning - Perceptions - Factors influencing perception - perceptual distortion - values - attitudes - role behavior - status - sources and problem of status.

## Unit III

Group Behaviour - Meaning of group and group dynamics - Reasons for the formation of groups - characteristics of groups - Theories of group dynamics - Types of groups in organization - Group Cohesiveness - Group decision making process.

## Unit IV

Leadership and Motivation: Leadership concept - Characteristics - Leadership styles - Managerial grid - Leadership continuum - Leadership effectiveness. Motivation - Concepts and importance - Motivators - Theories of motivation.

## Unit V

Organisational culture, conflict & effectiveness: Organizational culture - Concepts - Organizational climate - Factors influencing organizational climate - Morale - concepts - Factors influencing morale - Organizational conflicts - Causes and types - Managing conflicts organizational effectiveness - Indicators of organizational effectiveness - Achieving organizational effectiveness.

### Reference Books

Stephen P. Robbins & Timothy A. Judge. (2000). Organizational Behaviour (12<sup>th</sup> edition). New Delhi, Prentice Hall of India Ltd.

Aswathappa, K. (2008). Organizational Behaviour (8<sup>th</sup> edition). Bombay, Himalaya Publishing House.

Khanka, S. S. (2005). Organisational Behaviour (3<sup>rd</sup> edition). New Delhi, S. Chand and Company.

Sundar.K. & Srinivasan, J. (2015). Elements of Organizational Behaviour (1<sup>st</sup> edition). Chennai, Vijay Nichole Imprints Private Limited.

Prasad, L.M. (2004). Organizational Theory and Behaviour (2<sup>nd</sup> edition). New Delhi, Sultan Chand and Sons.

## Semester I

### C4: Modern Marketing Management III (In-depth study paper)

Sub. Code: MPA186

No. of hours per week		Credit	Total no. of hours	Marks
Contact	Library	5	45	100
3	4			

### Objective

To develop the ability to design the best marketing strategy by analyzing the factors influencing the purchase decision.

#### Unit I

Marketing concept - Meaning, Definition and features of Marketing concept - Marketing Mix - Marketing Environment - Factors to be covered in environment analysis, the sea change in the Indian market environment consequent to liberalization - Buyer behavior - Meaning, buyer behavior models, factors influencing buyer behavior, buying motives, buying habits and buying process.

#### Unit II

Product and pricing decision - Concept of a product - Classification of product - Product mix - Product line - Product management - New product development- Product life cycle - Branding and packing - Pricing - Significance of price - Factors influencing pricing - Pricing objectives - Pricing method - Pricing strategies - Pricing procedure.

#### Unit III

Distribution and promotional decision - Pattern of channels and types of intermediaries - Designing a channel system - Factors influencing distribution decision - Retailing - Nature and scope of retailing - Retailing vs. Wholesaling - activities in retailing - Scenario in India.

#### Unit IV

E-marketing and Web marketing - Components of web marketing - Benefits of web marketing - Worldwide growth of web marketing - Limitations of web marketing - Web

marketing in Indian scenario - Problems of web marketing in India - Tasks in establishing web marketing.

#### **Unit V**

Special fields in marketing - Marketing of services - Global marketing strategies for Indian firms - Rural marketing in India - Case studies in Marketing.

#### **Reference Books**

Ramasamy, V.S., Namakumari, S. (2013). Marketing Management (5<sup>th</sup> edition). New Delhi, Mc Graw Hill Education (India) Limited.

Philip Kotler. (2015).Marketing Management (15<sup>th</sup> edition). New Delhi, Prentice Hall of India Pvt. Ltd.

Arun Kumar, & Meenakshi, N. (2005). Marketing Management (1<sup>st</sup> edition). New Delhi, Vikas Publishing House Pvt. Limited.

Philip R. Cateora.,& John L. Graham. (2005).International marketing (12<sup>th</sup> edition). New Delhi, TATA Mc Graw Hill Publishing Co. Limited.

Sherlekar S.A., Krishnamoorthy R. (2013).Marketing Management (14<sup>th</sup> edition).Mumbai. Himalaya Publishing House.