

**M.Phil Commerce
Courses Offered**

I Semester	Subject code	Title of the paper	Hours/week		Credit
			Contact	Library	
C1	MPA181	Professional Skills for Teaching – Learning	3 + 2	2	3 +1
C2	MPA182	Research Methodology	5	3	4
C3	MPA183	International Trade	5	3	5
C4	MPA184	Optional (In-depth study paper): (a) Human Resource Management	3	4	5
	MPA185	(b) Organisational Behaviour			
	MPA186	(c) Modern Marketing Management			
II	MPA18 D	Project	20		12
		TOTAL			30

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

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

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 (3rd 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 (9th edition). New Delhi, Tata McGraw-Hill publishing Company Limited.
- Dr.Kapoor, D.R., & Puja Saigal. (2013). Research Methodology Methods & Techniques (1st edition) Regal Publications.
- Jai Narain Sharma. (2011). Research Methodology (2nd 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	3	5	75	100

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. (5th Edition). Tata Mc Graw Hill Publishing Company Ltd.
- Jhingan M.L. (2000). International Economics. (6th Edition). New Delhi, Vrindha Publication PvtLtd.
- Mithani, M. (2003). International Economics. (4th Edition). Mumbai, Himalaya Publishing House.
- Anil Arora. (2008). International Trade (2nd edition). New Delhi, Deep & Deep Publications Pvt. Ltd.
- Francis Cherunilam. (2009). International Business (4th 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	5	45	100
3	4			

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 (1st edition). New Delhi, Vayu Education of India
Prasad, L.M. (2006). Human Resource Management (2nd edition). New Delhi, Sultan Chand and Sons.
Gupta, C. B. (2006).Human Resource Management(7th edition) . New Delhi, Sultan Chand and Sons.
Rao, V.S.P. (2013). Human Resource Management (3rd 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			
3	4	5	45	100

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 (12th edition). New Delhi, Prentice Hall of India Ltd.
- Aswathappa, K. (2008). Organizational Behaviour (8th edition). Bombay, Himalaya Publishing House.
- Khanka, S. S. (2005). Organisational Behaviour (3rd edition). New Delhi, S. Chand and Company.
- Sundar.K. & Srinivasan, J. (2015). Elements of Organizational Behaviour (1st edition). Chennai, Vijay Nichole Imprints Private Limited.
- Prasad, L.M. (2004). Organizational Theory and Behaviour (2nd 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 - Webmarketing in Indian scenario - Problems of web marketing in India - Tasks in establishing webmarketing.

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 (5th edition). New Delhi, Mc Graw Hill Education (India) Limited.

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

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

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

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