



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMILNADU

DEPARTMENT OF COMMERCE

M.Phil

SYLLABUS

(REGULATION 2019)



PRIST
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UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMILNADU

DEGREE: M.Phil

PROGRAMME OBJECTIVES:

1. To make the students to develop a comprehensive ideas of commerce and trade
2. To educate the students about the promotion of knowledge about business
3. To sensitize about the emerging challenges and issues across the Globe in Trade and Commerce.
4. To address manpower requirement in the field of Human Resource Management
5. To keep pace with the development in the areas of management
6. Provide training required for undertaking research in commerce
7. Prepare scholars for undertaking higher responsibilities in such areas as Financial Management, Human Resource Management, and Marketing Management.

COURSE STRUCTURE

SEMESTER - I

COURSE CODE	COURSE TITLE	L	T	P	C
193RMG11	Research Methodology	6	0	0	4
193COC12	Advanced Functional Management	6	0	0	5
193COC13_A	Optional – I Marketing Management	6	0	0	5
193COC13_B	Optional – II Human Resource Management	6	0	0	5
193COC13_C	Optional – III Financial Management	6	0	0	5
193COD21	Dissertation viva voce				10
	Total				24

PROGRAMME OUTCOMES:

1. Acquired the knowledge in the field of commerce
2. Familiarizes the students about the promotion of human relations
3. Provide a source of inspiration by appearing competitive exams
4. Understand the emerging changes in the field of Foreign Trade and Commerce
5. Acquired the knowledge about placement
6. Know the Social responsibilities of business

Course II

ADVANCED FUNCTIONAL MANAGEMENT

Course Objectives:

1. To enable the research scholars understand the research domains relating to financial management
2. To familiarize the scholars with research issues connected with Human Resource Management
3. To expose the scholars with the various elements of marketing research
4. To enable the scholars to be aware of the research avenues in portfolio management
5. To gain new knowledge of the issues afflicting the financial institutions and understand the research scope in them.

UNIT I

Management : Management Revisited - Scope & Objectives - Management Process - Principles of Planning –Organizing- Direction -Motivation - need and importance- Motivation theories -Maslow Herzberg -Mc Clelland- Mc Gregor -Porter Lawler and Victor Vroom - Relevance of Motivation in Indian Context – Communication- Recent Trends in Management Science

UNIT II

Financial Management: Objectives - Functions - capital structure – determinants – leverages – types – working capital Management- Sources of Finance - Leverage Capital Structure Design - Capital Budgeting - Dividend Policy - Working Capital Management .

UNIT III

Human Resources Management: Evolution & Growth - Planning & Organizing HR Function - Manpower Planning - Job Analysis & Job Description - Recruitment & Training - Performance Appraisal - Organizational Change Recent Trends in HR - Objectives of HR - Recruitment Management – Training and Development – Compensation Administration - Performance Management – Employee engagement .

UNIT IV

Financial Institution Management : Bank Management – E-banking – payment banks including post office services – insurance management – bancassurance – co-operation management – credit management – NPA – types – challenges faced by financial institutions.

UNIT V

Marketing Management: Elements - Retail Management – Customer Relationship Management – Advertisement Management – E- marketing – mobile marketing – green marketing – services marketing

TEXT BOOKS RECOMMENDED:

1. Dale, Earnest, Management Theory & Practice , McGraw Hill, NY
2. Maheswari S.N., “Financial Management”, (New Delhi : Sultan Chand)
3. Lawrence, A Ralt, Robert & Hurdick & Fred E Schuster, Human Resource Management: A Behavioural Systems Approach , Richard D Irwin, Homewood, Illinois.
4. Natarajan L, “Investment Management” (Chennai : Margham Publications)
5. R.S.N. Pillai and Pagavathy, “Modern Marketing” (New Delhi : S Chand & Sons)

Course Outcomes:

1. Scholars would learn to appreciate the various research domains relating to financial Management
2. Scholars would have understood the research scope available in Human Resource Management
3. Scholars would have got an exposure to various elements of marketing research
4. Scholars would be aware of the research avenues in portfolio management
5. Scholars would have acquired the ability to solve the issues emanating from the performance of various financial institutions.

QUESTION BANK-ADVANCED FUNCTIONAL MANAGEMENT

UNIT-1

- Q1. Define management. Discuss the stages in management.
- Q2. Explain the concept of motivation. Discuss Maslow's theory of motivation.
- Q3. What do you mean by communication? Explain the barriers in communication.

UNIT-2

- Q1. Explain the term capital structure. State the factors that determines the capital structure
- Q2.What is meant by leverage? Describe the types of leverages.
- Q3.What do you understand by the term capital budgeting? What are the different techniques of capital budgeting?

UNIT-3

- Q1. Define human resource management. Elucidate the evolution of HRM in India.
- Q2.What is performance appraisal? Elaborate the methods of performance appraisal.
- Q3. What do you mean by training? List out the various types of on the job training methods.

UNIT-4

- Q1. What is E-banking? Write down some of the important services rendered by e-banking in India.
- Q2. What do you understand by the term insurance? Explain the role and importance of insurance in risk management.
- Q3.What are the challenges faced by financial institutions?

UNIT-5

- Q1. Define retail management. What are the types of retail management or retail outlets?
- Q2.What is Customer relationship management? Mention some of the advantages of customer relationship management.
- Q3. Explain the term green marketing. State some of the importance of green marketing.

COURSE III

MARKETING MANAGEMENT

UNIT – I

Evolution of Marketing: Modern views on Marketing - The core concepts of Marketing - Environment Marketing Strategy - Consumer Behavior - Market Segmentation - Marketing Information system and Marketing Research.

UNIT II

Product Decision: Product Mix decision- Product Positioning Life Cycle - Marketing Strategies on for Introduction –Growth - maturity and declining stages - New product development process - Various stages in new product Development process

UNIT III

Pricing Decisions: Pricing Objectives - Policies - Strategies - Selecting a Pricing Method - New Product Pricing - Pricing Strategies for different stages in the Life Cycle of a product - skimming pricing Strategies - Penetration Pricing Strategies.

UNIT IV

Channel Decision: Role of distribution Channels - Channel Functions - Channel Levels - Channel Management Decisions - Factors Governing choice of Channel - Selection of Channel for new product or New Company.

UNIT V

Promotional Decisions: Promotional decision - Communication process - promotional mix- - Advertisement - Sales Promotion and Public relations - Managing the Sales force.

Recommended Books:-

1. Philip Kotler Marketing Management analysis Planning and Control (Prentice Hall)
2. Condiff Still and Govoni Fundamentals of Modern Marketing (Prentice Hall)
3. Mandell and Rosenbverg Marketing (Prentice Hall)
4. J. C Gandhi Marketing A Managerial Introduction Tata Mc Graw Hill.
5. D. Amarchand, B. Varadharajan Introduction to Marketing (Vikas)

QUESTION BANK-MARKETING MANAGEMENT

UNIT-1

- Q1.What are the factors that influence Consumer behavior?.
- Q2. Define market segmentation. How markets are segmented?
- Q3. What is market information system? Explain the process or phases of market information system.

UNIT-2

- Q1.What are the factors that does influence product mix decision?
- Q2. What do you understand by PLC? Explain the various stages in Product life cycle.
- Q3. Discuss the various stages in new product development process.

UNIT-3

- Q1.What are the main objectives of pricing policy?
- Q2. Explain the methods of pricing.
- Q3.What is the factors that affect the pricing decisions?

UNIT-4

- Q1. State the importance of channels of distribution.
- Q2. What are the factors to be considered while selecting the channel of distribution?
- Q3 . What do you mean by channels of distribution? Mention its types.

UNIT-5

- Q1.Elaborate the promotional techniques in marketing.
- Q2. Explain the process of communication.
- Q3. Describe some of sales promotional tools.

HUMAN RESOURCE MANAGEMENT

UNIT-I

HR Management : Evolution and Growth of HR Management in India - Functions of HR Management - Objectives of HR Management - Qualities of a good HR Manager - Professionalisation - Future of HR Management in India.

UNIT II

Man Power Planning : Procurement of Man Power Planning - Procurement of Personnel - Kinds or quality of Personnel - Job Analysis - Job Description - Recruitment Policy - Sources of Recruitment - Selection - Recruitment and Selection Practices in India.

UNIT III

Development of Personnel: Orienting and Training - Employees - New Employee Orientation - Programme - Employee Training - Training needs Assessment - Training Practices in India - Principles of Learning - Identifying and Developing Management Talent - Development Programmes.

UNIT IV

Performance Appraisal : Purposes of Appraisal - Factors Affecting - Performance Appraisal - Essentials of a good appraisal system - Criteria of Performance Appraisal - Performance Criteria for Operatives - Frontline Supervisors - Middle Level Managers - Top Managers - Performance Appraisal Methods - Limitation

UNIT V

Organizational Change and Development : Strategies of Planned Change - Structural Approach - Technological approach - Behavioral approach - Process of change - Resistance to change - Change management - Organization Development - Objectives of organization Development - Approaches to Organization Development - Conducting an Effective Organization Development programme - Steps for action research - Intervention techniques - The impact of Organization Development - Organization Development approaches in India.

Recommended Books:

1. Dr. P. C. Tripathi - Personnel Management Sultan Chand & Sons, New Delhi-2.

2. Joseph M. Puth Personnel The Management of Securing and maintaining the Work/Over S. Chand & Co.Ltd., New Delhi-55.

3. Wayne F Cascio Managing Human Resources: Productivity, Quality of work life, Profits Mc Graw Hill Book Company, New York.

4. Lawrence A Rlatt, Robert G Hurdick and Fred E. Schuster Human Resources Management A behavioural Systems Approach Richard D. Irwin, Home Wood Illinois 60430.

QUESTION BANK: HUMAN RESOURCE MANAGEMENT

UNIT-1

Q1. Define human resource management. Explain its function.

Q2. What are the good qualities of HR manager?

Q3. Discuss the phases in the evolution of HRM.

UNIT-2

Q1. Explain the process of man power planning.

Q2. What are the components of job analysis?

Q3. Briefly explain the process of recruitment in human resource management

UNIT-3

Q1. What do you mean by orientation program? Explain the advantages of orientation program.

Q2. Explain the term training. Why training is needed for an employee?

Q3. Discuss some of the important principles of learning.

UNIT-4

Q1. Describe the purpose of performance appraisal.

Q2. Mention some of the essential components of a good appraisal system.

Q3. What are the major criteria to assess the performance of employees.

UNIT-5

1. Elaborate the process of change.

2. Write down some of the important strategies to overcome resistant to change in a work place.

3. What are the steps involved in the process of action research?

FINANCIAL MANAGEMENT

UNIT I

Fifty years of development in Finance - Relationship between Risk and value additivity - Markowitz and birth of portfolio theory - Capital Asset Pricing Model (CAPM) Capital budgeting - Techniques uncertainties.

UNIT II

Financing Decision and Market Efficiency - Efficient Market Hypothesis - Corporate Financing - Debt capacity - Interaction between Investment and Financing Decisions.

UNIT III

Valuation of Corporate Debt - Classical theory of interest - Bond rating - Valuation of options - Warrants and Convertibles, leasing- Lease rental - Determination of costs of financial distress - Theories of capital structure.

UNIT IV

Financial Planning - Short term financial planning - Short term financial decisions - Credit Management - Short term lending and borrowing mergers - Integrations Pension plans.

UNIT V

Dividend Policy and capital structure - Controversies over different policies - Capital structure and dividend policy - Dividend valuation models. Unresolved issues in financial management research - Risk and return - Exceptions to efficient market theory - Optimum capital structure - value of liquidity.

Recommended Books:-

1. Richard Brearley & Stewart Myers Principles of Corporate Finance Mc Graw Hill Int Book Co. 1984.
2. J. Fred Western Engine F. Brigham Essentials of Managerial Finance Dryden Press 1979.
3. M. C. Jensens (ed) Studies on the theories of capital market Frederic a Pracgor Inc New York 1972.
4. E Brigham and R. E. Johnson Issues in Managerial Finance Dryden Press 1976.

QUESTION BANK-FINANCIAL MANAGEMENT

UNIT-1

Q1.What is risk? Explain the type of risks.

Q2. Discuss some of the important advantages and disadvantages of Capital Asset Pricing Model) CAPM.

Q3.What do you understand by capital budgeting? Enumerate its need and importance.

UNIT-2

Q1 . Explain the term corporate financing. Explain the kinds of corporate financing.

Q2. State the factors affecting financial decision of a company.

Q3.What is market efficiency. Explain the forms of market efficiency.

UNIT-3

Q1.Briefly explain the Classical theory of rate of interest with diagram.

Q2. Define capital structure. Explain its significance.

Q3. Discuss in detail, the factors which determine the capital structure of a firm.

UNIT-4

Q1. Define financial planning. Discuss the factors which influence financial planning.

Q2.Describe different types of short term loan or lending?

Q3. Elucidate the objectives and importance of financial planning.

UNIT-5

Q1.Discuss the determinants of dividend policy of corporate enterprises.

Q2.What are the different forms of dividend?

Q3.What is an optimum capital structure? Explain its essential features.