

FIRST SEMESTER:

Course 1: COM 4101 Core Subject : Research Methodology and
Quantitative Techniques

Course 2: COM 4102 Core Subject : Financial Management

Course 3: COM 4103 Elective : Management of Financial
(one only) Services

(OR)

Strategic Marketing

(OR)

International Business

Course 4: COM 4104 Core Subject : Literature Review and Seminar

(Students are required to make Seminar presentations on the area of
their topics of Dissertations under the guidance of the Faculty)

Syllabi of the above Courses are appended.

SECOND SEMESTER:

COM 4201 Dissertation and Viva-Voce

M.PHIL (COMMERCE) COURSE STRUCTURE

FIRST SEMESTER					
Course	Subject	Credits	Continuous Evaluation Marks	End Semester Examination Marks	Total Marks
COM 4101	Core: PAPER -I Research Methodology and Quantitative Techniques	5	60	40	100
COM 4102	Core: PAPER-II Financial Management	5	60	40	100
COM 4103	Elective : PAPER III (One of the following) INTERNATIONAL BUSINESS				
	OR				
COM 4104	MANAGEMENT OF FINANCIAL SERVICES	5	60	40	100
	OR				
COM 4105	STRATEGIC MARKETING				
COM 4106	Core: PAPER -IV Literature Review and Seminar	3	100	-	100
	TOTAL FOR FIRST SEMESTER	18			400
SECOND SEMESTER					
COM 4201	Dissertation and Viva-Voce-Examinations	18	100	✦ 300	400
	Total for the Course	36			800
✦ Note: Out of the 300 marks, 200 shall be for the evaluation of Dissertation and 100 marks shall be for Viva-Voce Examination. Both these evaluations shall be done by the internal and external examiners.					

M.PHIL (COMMERCE) FIRST SEMESTER

COURSE I – CORE SUBJECT

COM -4101 RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES

Module I

Research methodology : Meaning of research, Objectives of research, Motivation in research, Types of research, research approaches, Significance of research, Research methods versus methodology, Research and scientific methods, Deduction and Induction, Research process, Criteria of good research.

Module II

Research Problem: What is a research problem, Selection and formulation for research problem, Process of defining a research problem, Writing a research proposal, Doing review of literature.

Module III

Measurement and Scaling Techniques: Measurement in research, Measurement scales, Tests of sound measurement, Important scaling techniques.

Module IV

Processing and Analysis of Data: Processing of Data: Editing, Coding, Classification and Tabulation of data; Problems in processing of data; Types of analysis: Descriptive and Inferential analysis. Writing a research paper or dissertation.

Module V

ANOVA, Multivariate Analysis Techniques. Multiple regression, Multiple discriminate analysis, Multivariate Analysis of variance, Factor Analysis – Use of statistic package for Social Sciences Research.

Suggested Readings.

- 1Scientific Social Surveys and Research Social Research, Pauline V. Young
- 2Methods in Social Research, William J. Goode and Paul K. Hatt
- 3Business Research Methods, Donald R Copper & Pamela S. Schindler
- 4Business Research Methods, William G. Zikmund
- 5Marketing Research, David J. Luck and Ronal S. Rubin

COURSE II – CORE SUBJECT

•COM - 4102 - FINANCIAL MANAGEMENT

Module I: Introduction to Finance Management

Aims and objectives of Financial Management: Evolution of finance management; Wealth maximization Vs Profit maximization. Value of firm, present value of money, risk & return, functions of finance manager and Indian financial system.

● Module II Financial Analysis

Financial analysis and control, Cost-Volume-Profit Analysis, Financial statement analysis, Fund flow analysis

Module III: Financing decision

Investment and Capital Structure Decision; Instruments of Long Term Finance cost of Different Source of Raising capital; Weighted Average cost of capital, operating and financial Leverage, combined leverage, Optimum Capital Structure and theories of capital structure; Valuation and rates of Return, Working capital financing.

Module IV: Investment decision

Investment appraisal, project screening, feasibility studies, Methods of capital budgeting, cost benefit analysis . Current assets managements, Cash, Receivables and Inventory management.

Module V: Profit management

Asset liability management, Theories of dividend, Internal Financing and Dividend Policy, Financial planning and control, budgeting and budgetary control.

Suggested Readings

1. Archer, Stephen H. etc. Financial Management, New York, John Wiley, 1990
 2. Bhalla, V.K. Financial Management and Policy 2nd ed., New Delhi, Anmol, 1998.
 3. Brealey, Richard A and Myers Stewart, C. Principles of Corporate Finance 5th ed., New Delhi, McGraw Hill, 1996
 4. Hampton John financial Decision making, Englewood cliffs, New Jersey, Prentice hall, inc. 1997
 5. Van Home James C. Financial Management and Policy, 10th ed., New Delhi, Prentice hall of India. 1997
 6. Winger, Bernard and Mohan, Nancy Principles of Financial Management New York, Macmillan Publishing Company, 1991
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•PAPER -III: ELECTIVE COURSE
•COM - 4103 – INTERNATIONAL BUSINESS

Module I:

International Business – Meaning, Nature, Scope – Theories of International Business – Modes of entering International Business – Determination of International Prices – Economic growth and International Business – International factor movement.

Module II:

Foreign Exchange – Exchange Rate – Mechanism – Risk Management – Transfer of International payments – International financial Institutions – (IMF, IBRD, IDA, ADB, IFC). SDRs and other instruments like GDRs, ADRs, International Banking offshore financial centres.

Module III:

Foreign Investment (FDI & FPI) , Multinational Corporation – MNCs and LDCs – Joint Ventures – Regulatory frame work of WTO and Intellectual Property Right.

Module IV:

Regional Economic Integration and Trade Blocs – SAARC, ASEAN , Major FTAs involving India, EU, NAFTA – Trade - Balance of Payments; – Structure and approach to adjustment.

Module V:

International Marketing – International Strategies – Foreign Trade Management – Management of Economic, Transaction and Translation Exposures.

REFERENCE

1. International Business – Text and cases: P Subha Rao (Himalaya - 2005)
2. International Business : K. Aswathappa (Tata Mc.Graw- 2009)
3. Export and Import Management : Acharya and Jain (Himalaya - 2008)
4. International Finance :Manju Agarwal. (IIF, Delhi - 2009)
5. International Financial Management: Jeff Madura (SW College, New York – 2004)
6. International Marketing Management Varshney & Bhattacharyya (Sultan Chand -2009)

•PAPER -III: ELECTIVE COURSE

•COM - 4104 - MANAGEMENT OF FINANCIAL SERVICES

Module I

Financial System and markets; Structure of Financial System, Financial Markets - Primary and secondary markets, money and Capital market, Stock exchange operations, Role of financial market.

Module II

Merchant Banking Services; Meaning, services of Merchant Bankers, Managing issue of Shares and Bonds, Mobilising of fixed Deposits, Inter corporate loans, international Finance, Guide lines of SEBI for Merchant Bankers, Scope for Merchant Banking in India.

Module III :

Leasing and Hire purchase: Leasing - Concept, structure, types, mechanics, evaluation, merits and demerits, problems; Hire purchase - Concept, features, advantages, hire purchasing and leasing.

Module IV

Debt Securitization - concept, mechanism of securitization, benefits of securitization, securitization in India. Housing Finance in India.

Module V: Techniques

Credit Rating - concept, functions, benefits and limitations, Credit Rating Agencies in India.

Suggested Readings.

- ✓1. Financial Services, M. Y. Khan
- ✓2. Financial Services and Markets, S. Gurusamy, Publishers
- ✓3. Indian Financial System, H.R. Machiraju ✓ *J*
- ×4. Financial Instruments and Services, Nalini Parava Tripathy
- ×5. Financial Services and Markets, Punithavathy Pandian
- ×6. Management of Financial Services, Bhatia B.S.
- ✓7. Management of Financial Service, Bhalla V.K
- ×8. Management of Financial Services, Mathur B.L.
- ×9. Marketing of Financial Services, McIver Colin

•PAPER -III: ELECTIVE COURSE
•COM - 4105 - STRATEGIC MARKETING

Module I:

Marketing strategy: Introduction; strategic planning, corporate strategy decisions and their marketing implication, portfolio models, the marketing process, marketing planning.

Module II:

Analysis of the business enterprise, balanced score, card; industry analysis, marketing strategies for emerging, maturing/declining, fragmented industries

Module III:

Market situation analysis, analysis of competitors' strategies; market leader strategies—expanding the total market, protecting market share, expanding market share; strategies of market challengers, followers and nichers

Module IV:

Marketing mix strategy, segmentation, targeting and positioning, competitive marketing

Module V:

Formulating strategies for competitive advantage; Porter's five forces model, competitive strategies, Growth strategies, facilitating and implementation of strategies

Suggested Readings

1. Tony Procter, Strategic Marketing, Routledge, 2008
2. Marketing Strategy, Walker, Mullins, Boyd, Larreche, Tata McGraw Hill, 2006
3. M. J. Xavier, Strategic Marketing
4. Musadiq A. Sahaf, Strategic Marketing, PHI, 2008
5. David A. Aaker, Strategic Market Management, Wiley, 2005
6. Michael Porter, The Competitive Advantage of Nations

COM – 4106 Literature review and Seminar

The students are required to learn practices of Literature review, present literature reviews on given topics. Study and practice research proposal preparation and writing. Learn to write research papers and reports. Using the review of literature done they will have to make seminar presentations in the area of their topic for dissertation as per guidelines of the faculty.