

M.PHIL (COMMERCE)
SEMESTER SYSTEM

**P.G. Department of Commerce
And
Business Administration**

**SYLLABUS
For
M.Phil (COMMERCE)**

(Semester: I- II)

Session: 2016-17



**KHALSA COLLEGE, AMRITSAR
(An Autonomous College)**

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SCHEME OF STUDIES

SEMESTER- I

COURSE NO.	COURSE TITLE	Theory	Internal assessment based on Assignment/ Seminar Presentation/Term Paper	Total marks	Page no.
MP-101	Research Methodology-I	80	20	100	
MP-102	Research Methodology-II	80	20	100	
MP-103	Psychology	80	20	100	
Any one of the following four options:					
MP-104	Marketing Management	80	20	100	
MP-105	Strategic Financial Management	80	20	100	
MP-106	Human Resource Management	80	20	100	
MP-107	International Business Environment	80	20	100	

SEMESTER-II

The M.Phil student shall also deliver a seminar in the second semester, to apprise the faculty of the department of the plan of work and progress of the research done by him/her. The grade awarded for the seminar course shall be Satisfactory (S) or Not Satisfactory (U).

SEMESTER-III

Dissertation

Note: The students will submit the M.Phil dissertation during 3rd semester.

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MP-101: RESEARCH METHODOLOGY-I

Time Allowed: 3 Hours

Maximum Marks: 100

Theory: 80

Internal assessment: 20

**(Based on Assignment/
Seminar Presentation/Term Paper)**

Instructions for the paper setters/examiners

Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

Part – I

Research: Meaning, Characteristics, Types and relevance of Research; Research process; Identification and Formulation of Research Problem.

Sampling Design Process: Non-probability Sampling Techniques-convenience, Judgement, Quota and Snowball Sampling, Probability Sampling Techniques-Simple Random Sampling, Systematic Sampling, Stratified Sampling.

Sources of Data: Primary and Secondary Sources of data. Questionnaire Design.

Research Designs: Exploratory, Descriptive and Experimental Research Designs.

PART-II

Hypotheses: Types and formulation; Procedure and Problems faced in testing a Hypothesis

Statistical Tests to be discussed with SPSS software: One Sample T-test, Independent Sample T-test, Paired Sample T-test, Multiple Regression Analysis, Chi-square test.

Books:

1. Cooper & Shindler, *Business Research Methods*, Tata Mcgraw Hill, 8th Edition, 2003
2. Krehbiel & Branson, *Introduction to Statistics*, Levine, Pearson Edu., 5th Edition
3. Boyd & Westfall, *Marketing Research*, IRWIN Publication, 7th Edition, 1996
4. N D Vohra, *Quantitative Techniques in Management*, Tata Mcgraw Hill Publishers.
5. J.K Sharma, *Business Statistics*, Pearson Education India, 2012.
6. Hair Joseph F., *Multivariate Data analysis*, Pearson Education ,Prentice Hall, 2006
7. Naresh K. Malhotra, *Marketing Research: Application to Contemporary Issues with SPSS*, Pearson Education, Prentice Hall, First Edition, 2008
8. Kothari, C. R., *Research Methodology.*, New Age International Ltd, 2004.

Note: Latest Edition of the Suggested Books may be referred.

MP-102: Research Methodology-II

Time Allowed: 3 Hours

Maximum Marks: 100
Theory: 80
Internal Assessment: 20
(Based on
Assignment/
Seminar Presentation/Term Paper)

Instructions for the paper setters/examiners

Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

Part-I

Introduction to SPSS Software: Data Entry, Editing, Data Preparation, Data Screening, Constructing a Database, Descriptive Statistics, Data Analysis and Interpretation

Measurement & Scaling: Objectives, Primary Scales of Measurement, Nominal, Ordinal, Interval Ratio, Comparative and Non-Comparative Scaling Techniques

Concept of Reliability and Validity

Part-II

Statistical Tests to be discussed with SPSS software: Factor analysis, Discriminant Analysis, Cluster Analysis, ANOVA

Report writing: Meaning, Significance, Target Audience, Layout of Research Report, Mechanism of writing a Report

Books:

1. Cooper & Shindler, *Business Research Methods*, Tata Mcgraw Hill, 8th Edition, 2003
2. Krehbiel & Branson, *Introduction to Statistics*, Levine, Pearson Edu., 5th Edition
3. Boyd & Westfall, *Marketing Research*, IRWIN Publication, 7th Edition, 1996
4. N D Vohra, *Quantitative Techniques in Management*, Tata Mcgraw Hill Publishers.
5. J.K Sharma, *Business Statistics*, Pearson Education India, 2012.
6. Hair Joseph F., *Multivariate Data analysis*, Pearson Education ,Prentice Hall, 2006
7. Naresh K. Malhotra, *Marketing Research: Application to Contemporary Issues with SPSS*, Pearson Education, Prentice Hall, First Edition, 2008
8. Kothari, C. R., *Research Methodology.*, New Age International Ltd, 2004.

Note: Latest Edition of the Suggested Books may be referred.

MP-104: Marketing Management

Time Allowed: 3 Hours

Maximum Marks: 100
Theory: 80
Internal Assessment: 20
(Based on
Assignment/
Seminar Presentation/Term Paper)

Instructions for the paper setters/examiners:

Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

.Part-I

Marketing concept and Nature, Demographic, Economic and Socio-cultural environment, Factors influencing Consumer behaviour, Buying Decision Process, Market Segments and Target Markets.

Marketing Mix, Developing Positioning Strategy.

New Product Development, Product Differentiation and Differential Tools, Pricing Strategies.

Part-II

Advertising, Sales Promotion and Personnel Selling, Distribution Channels, Marketing Information System.

Brand Equity, Branding Decisions and Challenges.

Direct Marketing, Online Marketing and other Direct Response Marketing, Green Marketing, Social Marketing, Issues and Problems in Rural Marketing.

Books:

1. Kotler, Philip and Armstrong, G., *Principles of Marketing*, Pearson Education, New Delhi, Fifth Edition, 2001
2. Kotler, Philip, *Marketing Management*, Pearson Education, New Delhi, 11th Edition, 2003
3. Ramaswami Y, V S and Namakumari, S, *Marketing Management: Planning and Control*, MacMillan, New Delhi, 3rd Edition, 2002
4. Stanton, William, J, *Fundamentals of Marketing*. McGraw Hill, New York, 1994
5. Neelamegham, S, *Marketing in India: Cases and Readings*, Vikas. New Delhi, 1988

Note: Latest Edition of the Suggested Books may be referred.

MP-105: Strategic Financial Management

Time Allowed: 3 Hours

Maximum Marks: 100

Theory: 80

Internal Assessment: 20

(Based on

Assignment/

Seminar Presentation/Term Paper)

Instructions for the paper setters/examiners

Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

Part-I

Environmental Accounting- Concept, need, methods, rationale and implementation, reporting, guidelines for environmental reporting, advantages and purposes of environmental reporting.

Financial Performance Analysis: Concept, Tools, Impact on Corporate Goal.

Activity Based Costing: Concept, Difference with Traditional Costing system, ABC and Management, Uses, Problems.

Convergence of Accounting Standards: Need, Impact, Implementation and Problems.

Human Resource Accounting: Concept, Approaches, Problems, Corporate Practices.

Inflation Accounting: Concept, Need, Methods, Advantages, Corporate Practices.

Part-II

Investment Decisions under risk and uncertainty: Techniques of Investment decisions-risk adjusted discount rate, Certainty equivalent approach, Implications of Capital Budgeting.

Expansions and Financial Restructuring: Mergers and Acquisitions-Corporate restructuring, reasons for Merger, Legal procedure for Merger, Benefits and costs of Merger, Determination of Swap Ratios, Evaluation of Merger Proposal, Corporate and Distress Restructuring

Leasing: Meaning, Importance, Types, Tax considerations and accounting considerations, Evaluation of lease from the point of view of Lessor and Lessee, Lease Vs Buy Decision

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Venture Capital: Concept and development in India, process and methods of Financing, Fiscal Incentives

Corporate Strategy, Financial Policy and Shareholder Value Creation: Linkage between corporate strategy and financial strategy, Cost of capital, Capital Structure and Dividend policy on Corporate strategy, Shareholder's Value-creation, Measurement and Management.

References:

1. Chandra,Prasanna,*Financial Management*,Tata McGraw Hill,Delhi,6th Edition,2004
2. Hampton,June:*Financial Decision Making*,PHI,Delhi,4th Edition ,2006
3. Hull J.C:*Options,Futures and other Derivative Securities*,Prentice Hall of India,Delhi,6th Edition,2006
4. Mattoo,P.K.:*Corporate Restructuring:An Indian Perspective*,MacMillan,New Delhi,1st Edition,1998
5. Pandey,I.M.,*Financial Management*,Vikas Publication,Delhi,9th Edition,2006
6. Van Horne,James C:*Financial Management and Policy* ,Prentice Hall of India,New Delhi,12th Edition,2006
7. Van Horne,J.C. & J.M. Wachowicz Jr,*Fundamentals of Financial Management*,Prentice Hall,Delhi,11 Edition,2006
8. Waston J.F,K. S. Chung & S.E Hoag:*Mergers Restructuring and Corporate Control*,Prentice,New Delhi,2006

Note: Latest Edition of the Suggested Books may be referred.

MP-106: Human Resource Management

Time Allowed: 3 Hours

Maximum Marks: 100
Theory: 80
Internal Assessment: 20
(Based on
Assignment/
Seminar Presentation/Term Paper)

Instructions for the paper setters/examiners

Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

PART-I

Human Resource Management: HRM in the 21st century, globalization and development in HRM, emerging profile of human resources, changing role of HRM.

E-HRM: E-human resource planning, E-recruitment, E-selection, E-training and development.

Employee Motivation, Morale, Absenteeism, Job satisfaction, Labour Turnover, Welfare measures.

Leadership: Meaning, Styles, Approaches to study of leadership.

PART-II

Organizational change: meaning, types, Change process, implementation strategies for planned organizational change, resistance to change, managing resistance to change.

Organisational culture: Significance of understanding culture, managing cultural diversity.

Industrial relations and globalization, Different methods of solving Industrial Disputes.

Common Workplace injuries and diseases, programs to reduce accidents at work, contemporary issues related to health and safety.

Suggested Readings:

1. H. John Barmardin, *Human Resource Mmanagement: An Experimental Approach*, 3rd Edition, 2003
2. R. Wayne Mondy, Robert M. Noe, *Human Resource Management*, 9th Edition, 2005
3. Gary Dessler, *Human Resource Management*, 19th Edition, 2005

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4. Debi S.Saini and Sami A Khan,*Human Resource Management: Perspectives for the new Era*, 1st ed.2000
5. P.R.N. Sinha, Indua Bala Sinha and Seema Priyadarshini Shekar,*Industrial Relations, Trade Unions and Labour legislations*, 1st ed.2004
6. Madhukar Shukla,*Understanding organizations: organizational theory and practice in India*, 2005
7. Arun Monappa and marukh Engineer,*Liberalization and Human Resource Management-Challenges for the corporations of tomorrow*, 1999

Note: Latest Edition of the Suggested Books may be referred.

MP-107: International Business Environment

Time Allowed: 3 Hours

Maximum Marks: 100

Theory: 80

Internal Assessment: 20

(Based on

Assignment/

Seminar Presentation/Term Paper)

Instructions for the paper setters/examiners

Note: Each question paper shall consist of 2 sections, section A and B, each having 4 questions from each part-I and part-II of the syllabus. Each question will carry 16 marks. Students have to attempt total 5 questions, while attempting minimum 2 questions from each section.

PART-I

Traditional school of International Political Economy: Mercantilism; Liberalism; Marxism
International Business: An overview; International Trade Theory: Absolute advantage;
Comparative advantage; Factor Proportions Theory; The product lifecycle theory of trade &
Modern theory. Government influence on Trade: Economic and Non-economic Rationales
for government intervention; Instruments of Trade Control: Tariffs and non Tariff barriers.
Regional economic integration and cooperation.

PART-II

Developments in International Monetary System; Specie commodity standards: Gold
standard, Brentton woods system of Exchange Rate Regime 1973, The European Monetary
system and monetary union.

Foreign Exchange Market; Major Characteristics of the Foreign Exchange Market and
Foreign Exchange Instruments. The determination of Exchange Rates: Purchasing power
Parity (PPP)

Export and Import Strategies: Export strategy; Import strategy; Third party intermediaries;
Export Financing and counter trade, International Indebtedness and its Implications.

Suggested Readings:

1. John D. Daniels; Lee H. Radebaugh & Daniel P. Sullivan, *International Business: environments and operations*, Pearson Education, Tenth edition, Delhi, 2004
2. Charles W.L. Hill, *International business*, Tata McGraw Hill, New Delhi, 2004
3. C. Paul Hollywood & Ronald Macdonald, *International money and finance*, Blackwell, 1994

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4. Thomas Oatley, *International Political economy*, Pearson Education, delhi, 2004
5. Vyuptakesh Sharn , *International Business: Concept , environment and strategy*, second edition, Pearson Edu. Delhi, 2006
6. Francis Cherunilam, *Global Economy and Business Environment*, Himalaya Publishing House, 2004

Note: Latest Edition of the Suggested Books may be referred.