

DEPARTMENT OF COMMERCE

M.PHIL PROGRAMME

PROGRAMME SPECIFIC OUTCOMES:

- PSO1: It sets high academic and intellectual standards and is based upon the latest academic research in the field of commerce.
- PSO2: Understand the application of advance research tools in their respective research study.
- PSO3: Understand the issues of environmental contexts and sustainable development.
- PSO4: Attracting young research oriented students towards the doctoral programme.
- PSO5: Encouragement of research environment and contribution to the Indian economy and society.
- PSO6: To impart best and adequate research methodology practices such as research design, research sampling etc.
- PSO7: To get an expertise on research through participating in various conferences, seminars, research workshops to improve and enhance their research knowledge.
- PSO8: Attracting young research oriented students towards the doctoral programme.

Scheme of Examination of M.Phil Course in Commerce
w.e.f. the January-2017
(January-December)

The M.Phil (Commerce) will be a ONE YEAR course comprising TWO SEMESTERS. There will be three compulsory papers in first Semester and three papers in 2nd semester (one compulsory and Two out of three optional papers) and a Dissertation. **The first semester of M.Phil shall be common to Ph D Course Work in Commerce.**

Semester-I

Compulsory Papers: -

Paper Code	Title of the Paper	Max. Marks and Credits				Time
		Theory	Int. Ass.	Total	Credits	
17COM11MPC1	Quantitative Techniques	80	20	100	4	3 Hours
17COM11MPC2	Research Methodology	80	20	100	4	3 Hours
17COM11MPC3	Computer Applications in Research - I	80	20 (Practical)	100	4	3 Hours
Total				300	12	

Semester-II

Compulsory Paper: -

Paper Code	Title of the Paper	Max. Marks and Credits				Time
		Theory	Workshop	Total	Credits	
17COM12MPC1	Computer Applications in Research - II	50	50	100	4	3 Hours

Optional Papers : (Choose any Two Papers):-

Paper Code	Title of the Paper	Max. Marks and Credits					Time
		Theory	Review of Literature	Research Proposal	Total	Credits	
17COM12MPD1	Researchable Issues in Marketing	50	20	30	100	4	3 Hours
17COM12MPD2	Researchable Issues in Accounting and Finance	50	20	30	100	4	3 Hours
17COM12MPD3	Researchable Issues in Human Resource Management	50	20	30	100	4	3 Hours
	Total				300	12	
17COM12MPC2	Dissertation Compulsory	Evaluation	Viva-voce	Total		Credits	
		150	50	200		8	

	Total Credits	Total Marks
Ph.D Course Work	12	300
M.Phil	32	800

The Aggregate Marks in M.Phil (including dissertation) shall be 800 and total credits shall be 32.

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Note:

1. Evaluation of Practical & Workshop shall be done by a Board of examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce.
2. Internal Assessment of Twenty marks in first semester shall be based on the Presentations on the topics related with the subject. Students shall have to make two presentations per subject.
3. As regards to evaluation of Research Proposal and Review of Literature in optional papers of semester-II, students shall prepare ONE research proposal on any topic of his/her choice and write a review of literature consisting of at least 10 Research Papers, 5 Thesis/Research Books on the subject of research proposal. The evaluation of the same shall be done by a Board of Examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce.

M.Phil (Commerce) / Ph.D. Course Work w.e.f. January - 2017
Semester-I
Paper Code 17COM11MPC1
Quantitative Techniques

Marks of Theory: 80
Internal Assessment: 20
Credits: 4
Time: 3 hours

Course Outcomes:

- CO1: Students will gain a comprehensive understanding of the concept of Sampling Theory.
- CO2: Will equip students with techniques of Descriptive statistics.
- CO3: Students will gain skill of applying simple, partial and multiple Correlation & Regression techniques.
- CO4: Students will understand application of Non- parametric tests.
- CO5: Will enable the students comprehend the meaning, assumptions and application of Parametric tests.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 marks each.

- Unit 1. Sampling - Sampling techniques, sampling error, Sample size determination in finite and infinite population. Descriptive statistical techniques with their application, Tests of normality or normalization, Time series analysis
- Unit 2. Correlation and regression simple, partial and multiple.
- Unit 3. Non –Parametric Tests: The runs and median test of randomness, tests of two-matched samples: Sign-test, Wilkson test, Signed Rank- Sum test, The Mann-Whitney-U-Test, The Kruskal Wallis-test, Friedmani's test for K. Related samples, tests involving two independent samples; Median test, Wald-Wolfwitz number of Runs test.
- Unit 4. Parametric tests; T-test and Chi-Square test, Analysis of Variance – one way classification, two way classification, Business Forecasting – various methods of business forecasting, uses, problems and Limitations of business forecasting method, ANCOVA, MANOVA, MANCOVA.

Suggested Readings:

1. Kothari, C.R - Quantitative Techniques
2. Gupta, S.P - Statistical Method
3. Vohra, N.D - Quantitative Techniques in Management
4. Srivastava, Shenoy and Sharma - Quantitative Techniques for Managerial Decision.

M.Phil (Commerce) / Ph.D. Course Work w.e.f. January - 2017
Semester - I
Paper Code 17COM11MPC2
Research Methodology

Marks of Theory: 80
Internal Assessment: 20
Credits: 4
Time: 3 hours

Course Outcomes:

CO1: To learn the meaning of Research, Research Process, Formulation of the Research Problem and Hypothesis.

CO2: To understand Exploratory (or Formulative) Research Studies, Hypothesis Testing Sampling Techniques or Methods: Probability Sampling, Non-probability Sampling

CO3: How to explore the Measurement, scaling techniques-Rating and Ranking, Differential Scales, Summated Scales, Cumulative Scales.

CO4: To understand meaning of Data, Sources of Data-Primary Sources and Secondary, Questionnaire Method, Schedule Method, Interview Method, Observation Method, processing of Data: Editing, Coding, Classification, Tabulation, Interpretation of Data: forms of Interpretation, Prerequisites for Interpretation.

CO5: To study about Precautions in Interpretation, Findings, Graphic Presentation, Diagrams, Pictures and Maps, Tabular Presentation, Difficulties in Presentation, Report Writing etc.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 marks each.

Unit-1 Research: Meaning, Characteristics, Types and Relevance of Research; Research Process; Identification and Formulation of the Research Problem.
Hypothesis: Meaning, Types, Need, Functions and Sources of Hypothesis; Process of setting Hypothesis.
Concepts: Meaning, Significance, Characteristics, Types; How to Use Concepts; Operationalisation of Concepts.

Unit-2 Research Design: Meaning, Features, Need for Research design, Components of Research design.
Research Design for Exploratory (or Formulative) Research Studies.
Research Design for Descriptive and Diagnostic Research Studies.
Research Design for Hypothesis Testing or Experimental Research Studies.
Sampling Design: The Concept of Sampling, Aims of Sampling, Census versus Sample Surveys, Characteristics of a Good Sample, Basis of Sampling.
Sampling Techniques or Methods: Probability Sampling, Non-probability Sampling; Problems in Sampling. The Sample Size.

- Unit-3 Measurement: concept, Levels and components of Measurement, Techniques of Developing Measurement Tools, sources of Error in measurement, Tests of Sound Measurement.
Scaling: Meaning of Scaling, Bases of Scales- classification, important scaling techniques-Rating and Ranking. Approaches of the scale construction, different types of scales-Arbitrary Scales, Differential Scales, Summated Scales, Cumulative Scales.
- Unit-4 Collection of Data: Meaning of Data, Types of Data, Importance of Data, Sources of Data-Primary Sources and Secondary Sources: Documentary Method, Questionnaire Method (including online questionnaire via google.doc), Schedule Method, Interview Method, Observation Method.
Processing of Data: Editing, Coding, Classification, Tabulation.
Interpretation of Data: forms of Interpretation, Prerequisites for Interpretation, Precautions in Interpretation, conclusions and Generalizations, sources of Errors in Interpretations.
Presentation of Findings: Descriptive Presentation, Graphic Presentation, Diagrams, Pictures and Maps, Tabular Presentation, Difficulties in Presentation.
Report Writing: Meaning, Functions and Types of Research Report, Steps of Planning Report Writing, Research Report Format, Principles of Writing, Documentation, Writing and Typing the Report.

Suggested Readings:

1. K N Krishnaswamy, Appa Iyer Sivakumar and M. Kathirajan, Management Research Methodology, New Delhi : Pearson,
2. P. Panneerselvam, Research Methodology, New Delhi : PHI
3. David Dooley, Social Research Methods, NJ: Prentice Hall
4. Hans Raj, Theory and Practice in Social Research, New Delhi: Surjeet
5. K.V.Rao, Research Methodology in Commerce and Management, New Delhi : Sterling
6. B.N.Ghosh, Scientific Methods and Social Research, New Delhi: Sterling
7. Johari Bayle (Ed). Introduction to the Methods of Social Sciences, New Delhi: Sterling
8. R.Parshad Sharma and P. Satyanarayana, Research Methods in Social Sciences, New Delhi: Sterling
9. Y.P.Aggarwal, Better Sampling Concepts, Techniques and Evaluation, New Delhi: Sterling
10. B.N.Ghosh, Lectures on Scientific Method, New Delhi: Sterling
11. Wilkinson and Bhandarkar, Methodology and Techniques of Social Research, New Delhi: Himalaya
12. P. Saravanavel, Research Methodology, New Delhi: Kitab Mahal
13. V.P. Michael, Research Methodology in Management, New Delhi: Himalaya
14. S N Murthy and U Bhojanna, Business Research Methods, New Delhi: Excel
15. Yogesh Kumar Singh, Fundamental of Research Methodology and Statistics, New Delhi: New Age
16. O.R. Krishnaswami and M. Ranganatham, Methodology of Research in Social Sciences, New Delhi: Himalaya
17. Dipak Kumar Bhattacharyya, Research Methodology, New Delhi: Excel

Course Outcomes:

- CO1: Introduction of research software SPSS with their basic tools & concept learning such as Data Entry, Editing, Chart building, Toolbar, Menus, Opening and Saving Files etc.
- CO2: To learn how to prepare the data files, defining variables, value Labels, missing values, Data Entry, Deleting Cases etc.
- CO3: How to check the errors in data entry, different techniques to access the normality of data, data transformation – recode, compute, data selection.
- CO4: Hands on learning experience on different tabs of SPSS such as Analyze etc.
- CO5: Performing the basics statistical tests such as Frequency Distribution, measurement of central tendency, Correlation etc.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 marks each. Evaluation of Practical shall be done by a Board of examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce.

UNIT-I

Introduction to SPSS: SPSS Environment - Data Editor, Viewer and Draft Viewer, Chart Editor, Text Output Editor, Toolbar, Menus, Dialogue Boxes, Opening and Saving Files.

UNIT-II

Preparation of Data Files: Defining Variables – Variables Labels, Value Labels, Missing Values, Variable Types, Column Format, Measurement Level; Data Entry, Inserting and Deleting Cases and Variables, Moving Variables.

UNIT-III

Data Screening and Transformation: Errors in data entry; Accessing Normality – Histograms, stem and leaf plots and box plots, Kolmogorov – Smirnov and Shapiro Wilk Statistics, Skewness and kurtosis; Assessing normality by group; Variable transformation; Data transformation – recode, compute, data selection.

UNIT-IV

Data Analysis: Descriptive statistics – Frequency Distribution, measurement of central tendency and variability; Reliability test, Correlation; One Sample t-test, t-test with more than one sample – repeated measures t-test and independent groups t-test; One-way and Two-way between groups ANOVA with post-hoc comparisons; One-way analysis of Covariance (ANCOVA); Chi-square tests.

Suggested Readings:

Sheridan J Coakes; Lyndall Steed and Peta Dzidic. SPSS for Windows – Analysis without Anguish. Wiley India.

Darren George and Paul Mallery, SPSS for Windows Step by Step: A Simple Guide. Pearson

Donald Cooper, Pamela Schindler. SPSS Windows Student Version for use with Business Research Methods. Tata McGraw Hill.

Julie Pallant. SPSS Survival Manual. Tata Mc Graw Hill

KIRAN PANDYA, SMRUTI BULSARI, SANJAY SINHA. SPSS IN SIMPLE STEPS. Wiley India.

M.Phil (Commerce) w.e.f. January - 2017
Semester-II
17COM12MPC1
Computer Application in Research -II

Marks of Theory: 50
Time: 3 hours.
Marks of Workshop: 50
Credits: 4

Course Outcomes:

- CO1: Practical hands on learning experience on the advanced statistical techniques.
- CO2: Understanding the concept, assumptions, utility and practicality of the Simple-Multiple Regression, OLS & Binary (Logit) Regression.
- CO3: To learn the Multivariate Techniques for Marketing such as Cluster Analysis, Conjoint Analysis, Multi-Dimensional Scaling etc.
- CO4: Practical working on Factor Analysis- Exploratory & Confirmatory, SEM.
- CO5: Understanding the Univariate Analysis: ARMA and ARIMA Modeling, Basics of ARCH and GARCH models.

Note: In theory paper the examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 5 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 10 marks each. There will be no theory paper in Workshop. Evaluation of workshop shall be done by a Board of Examiners consisting of one internal and one external examiner to be appointed by the HOD (Commerce). There is no internal assessment in this paper.

- Unit – 1 Regression Assumptions of OLS Regression, Panel Data Regression, Violations of Assumptions, Simple * Multiple Regression, Linear & Non-Linear Regression, Binary (Logit) Regression, Ordinal Regression, Weight Estimation Regression
- Unit-2 **Multivariate Techniques for Marketing-** Cluster Analysis, Conjoint Analysis, Multi-Dimensional Scaling, Multiple Classification Analysis, Repeat measure ANOVA, Introduction to Design of Experiments
- Unit-3 **Factor Analysis**
Exploratory & Confirmatory, Path Analysis, Structural Equation Modeling, Advance topics in SEM: Moderation, Mediation, Interaction effect
- Unit-4 Univariate Analysis: ARMA and ARIMA Modelling, Stationary and non stationary time series. Bivariate Analysis: Granger Causality Test and VECM, Basics of ARCH and GARCH models, Dummy Variable Regression

Suggested Readings

Suggested Readings:

Sheridan J Coakes; Lyndall Steed and Peta Dzidic. SPSS for Windows – Analysis without Anguish. Wiley India.

Darren George and Paul Mallery, SPSS for Windows Step by Step: A Simple Guide. Pearson
Donald Cooper, Pamela Schindler. SPSS Windows Student Version for use with Business Research Methods. Tata McGraw Hill.

Julie Pallant. SPSS Survival Manual. Tata Mc Graw Hill

KIRAN PANDYA, SMRUTI BULSARI, SANJAY SINHA. SPSS IN SIMPLE STEPS. Wiley India.

M.Phil (Commerce) w.e.f. January - 2017
Semester-II
17COM12MPD1
Optional - Researchable Issues in Marketing

Marks of Theory: 50
Time: 3 hours.
Review of Literature: 20
Research Proposal: 30
Credits: 4

Course Outcomes:

CO1: Learning on latest issues & trends in researches in marketing.

CO2: Learning on Issues of Rural Marketing, Agricultural Marketing, Social Marketing, Bank Marketing, Insurance Marketing, Healthcare Marketing, Relationship Marketing, E-Marketing, and Political Marketing

CO3: Learning on Issues of Product Decisions, Pricing Decisions, Distribution Decisions and Promotion Decisions.

CO4: Learning on Issues of New Technology-ICT, Mobile-Commerce, Electronic Devices, Internet, Social Media, GPS, Enhanced Search Services. Impact of New Technology on Consumers.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 5 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 10 marks each. For evaluation of Research Proposal and Review of Literature, students shall prepare a research proposal and write a review of literature and the evaluation of the same shall be done by a Board of Examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce. There shall not be any theory paper in Review of Literature and Research Proposal.

Unit-I

Trends in Researches in Marketing: Latest trends in researches in marketing as evidenced by : 1. Research Papers and Articles in Popular Research Journals at Regional, National and International Levels; 2. Thesis submitted on Shodhganga; 3. Books Published by Standard Publishers at Regional, National and International Levels; 4. Media News & Reports as evidenced by News Papers, Magazines and Television Channels; 5. Social Media like Facebook, Whatsapp, Twitter, Instagram etc.

Unit-II

Researchable Issues in : Traditional Marketing, Rural Marketing, Agricultural Marketing, Social Marketing, Bank Marketing, Insurance Marketing, Healthcare Marketing, Relationship Marketing, E-Marketing, and Political Marketing

Unit-III

Researchable Issues in: Product Decisions, Pricing Decisions, Distribution Decisions and Promotion Decisions.

Unit-IV

Marketing and New Technology: New Technology-ICT, Mobile-Commerce, Electronic Devices, Internet, Social Media, GPS, Enhanced Search Services. Impact of New Technology on Consumers, Marketers and Intermediaries.

Suggested Readings:

1. shodhganga.inflibnet.ac.in/
2. <https://books.google.co.in/>
3. En.bookfi.net
4. www.essays.se
5. <https://doaj.org/>
6. <https://www.elsevier.com/about/open-science/open-access/open-access-journals>
7. <http://www.oxfordjournals.org/en/oxford-open/index.html>
8. <http://www.wileyopenaccess.com/view/index.html>
9. <http://www.omicsonline.org/top-best-open-access-journals.php>
10. <http://pqdtopen.proquest.com/search.html>
11. <http://www.open.ac.uk/library/library-resources/theses-dissertations>
12. <http://www.openthesis.org/>
13. <http://osc.universityofcalifornia.edu/scholarly-publishing/open-access/dissertations-theses/>
14. <https://openresearch-repository.anu.edu.au/handle/1885/3>
15. <http://library.stanford.edu/guides/find-dissertations-and-theses>
16. <http://www.lib.vt.edu/find/byformat/etds.html>
17. <http://ethos.bl.uk/Home.do;jsessionid=73388686D036B378792685F6D2951B9A>
18. <http://libguides.lib.msu.edu/dissertations/online>
19. <http://www.scholarius.com/>
20. <https://www.ucl.ac.uk/library/theses>
21. <https://researchworks.lib.washington.edu/etd-faq.html>
22. <http://www.phdontrack.net/share-and-publish/open-access/>
23. <http://www.library.ucla.edu/sel/grey-literature/dissertations>
24. <http://www.library.leiden.edu/help/how-to-find/how-to-find.html>
25. <https://www.imperial.ac.uk/admin-services/library/find-books-articles-and-more/theses/>

M.Phil (Commerce) w.e.f. January - 2017
Semester-II
17COM12MPD2
Optional: Researchable issues in Accounting and Finance

Marks of Theory: 50
Time: 3 hours.
Review of Literature: 20
Research Proposal: 30
Credits : 4

Course Outcomes:

CO1: Learning on Issues and Challenges of Accounting Techniques – Value added, Social, Inflation, Human Resource, Green and Environmental accounting, reporting and disclosure.

CO2: Learning on Issues of Cost, Analysis and Behavior, Activity Based Costing; Learning Curve Model; Quality Management, Productivity Management and Capacity Management.

CO3: Learning on Issues of Mergers, Takeovers and Restructuring, Legal, Tax and Accounting issues, Financial Distress.

CO4: Learning on Issues of Investment Function, Risk and Return, Systemic and Unsystematic Risk, Fundamental Analysis v/s Technical Analysis.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 5 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 10 marks each. For evaluation of Research Proposal and Review of Literature, students shall prepare a research proposal and write a review of literature and the evaluation of the same shall be done by a Board of Examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce. There shall not be any theory paper in Review of Literature and Research Proposal.

Unit-I

Issues and Challenges; Accounting Techniques – Value added, Social, Inflation, Human Resource, Green and Environmental accounting, reporting and disclosure.

Unit-II

Cost: Classification, Analysis and Behavior, Activity Based Costing; Learning Curve Model; Quality Management, Productivity Management and Capacity Management.

Unit-III

Mergers, Takeovers and Restructuring; Meaning, Nature and Types, Takeover Process and Models; Legal, Tax and Accounting issues in Mergers and Acquisitions; International Mergers and Restructuring. Financial Distress: Prediction of Financial Distress; Voluntary Settlements; Settlements Involving Litigation.

Unit-IV

Investment Function: Meaning, Nature, Objectives, Avenues, Process and Constraints; Risk and Return, Systemic and Unsystematic Risk, Fundamental Analysis v/s Technical Analysis, Efficient Market Hypothesis: Theory and Evidence; Relationship between Financial events and Stock prices. Behavioral Finance and the guidelines for Investment Decisions.

M.Phil (Commerce) w.e.f. January - 2017
Semester-II
17COM12MPD3
Optional: Researchable Issues in Human Resource Management

Marks of Theory: 50
Time: 3 hours.
Review of Literature: 20
Research Proposal: 30
Credits: 4

Course Outcomes:

CO1: Learning on Issues and challenges in Human Resource Management, Human Resource Planning, appraisal, employee empowerment.

CO2: Learning on Issues of E-selection and recruitment, E-performance management and compensation, work life balance.

CO3: Learning on Issues of Domestic vs. International HRM, cross cultural educational and training programmes.

CO4: Learning on Issues of career and career planning, managing career and talent management.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 5 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 10 marks each. For evaluation of Research Proposal and Review of Literature, students shall prepare a research proposal and write a review of literature and the evaluation of the same shall be done by a Board of Examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce. There shall not be any theory paper in Review of Literature and Research Proposal.

Unit-I

Emerging Issues and challenges in Human Resource Management, Strategic Human Resource Management, Human Resource Planning, potential appraisal and succession planning, managing employee separation, employee empowerment, HRD functions and their linkages to business goals, strategic approach to industrial relations.

Unit-II

E-selection and recruitment, E-performance management and compensation design, issues in employee privacy, work life balance, stress management, virtual learning organization.

Unit-III

Domestic vs. International HRM, cross cultural educational and training programmes, building a multicultural organization, current challenges in outsourcing, cross border merger and acquisition.

Unit-IV

Concept of career and career planning, managing career plateau, strategic knowledge management, talent management, strategic for talent acquisition, engagement and retention.