

A.D.M. COLLEGE FOR WOMEN (AUTONOMOUS),
NAGAPATTINAM – 611001
(Nationally Re-accredited with “A” grade by NAAC – 3rd Cycle)

PG & RESEARCH DEPARTMENT OF COMMERCE
(for the candidates admitted from the academic year 2019 -2020 onwards)



M. Phil.
SYLLABUS
2021-2022

PG AND RESEARCH DEPARTMENT OF COMMERCE

M.Phil. COMMERCE COURSE STRUCTURE UNDER CBCS (2021-2022 Batch)

OBE ELEMENTS

Programme Educational Objectives (PEO):

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

Programme Outcomes (PO):

On completion of the course the learner will be able

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

Programme Specific Outcomes (PSO):

On completion of the course the scholars will be able to

PSO 1:	Develop the scholars' research proficiency in application of quantitative techniques.
PSO 2:	Comprehend the recent trends in teaching and learning skills.
PSO 3:	Enhance teaching, communication and presentation skill.
PSO 4:	Develop intellectual creativity in financial planning, working capital management and capital structure decisions.
PSO 5:	Familiarise with the functions of human resource manager, demonstrate the development in HR practices, HR planning and analysing the performance of Employees by using scientific methods.
PSO 6:	Apply the knowledge of latest trends in commerce relating to HRM, Marketing, Banking, Entrepreneurial Development, Co-operative Management and Finance.

PROGRAMME STRUCTURE

Sem.	Course	Course Code	Title of the Paper	Ins. Hrs. / Week	Credit	Exam Hours	Marks		Total Marks
							CIA	SE	
I	Course I	RMC1	Research Methodology	4	4	3	25	75	100
	Course II	RMC2	Advanced Functional Management	4	4	3	25	75	100
	Course III	RMC3	Teaching and Learning Skills (Common Paper)	4	4	3	25	75	100
	Course IV	RMC4	Paper on Research Topic (to be framed by the guide)*	4	4	3	25	75	100
II	Dissertation	Viva	Dissertation	8	8	--	--	--	200
		50 Marks	150 Marks						
Total				24	24	-	-	-	600

Note : * For Course IV the syllabus will be framed by the Guide and the Examination will be conducted by the Controller of Examinations, A.D.M. College for Women (Autonomous), Nagapattinam.

Marks

- Maximum - 100 Marks (Passing Minimum 50 Marks)
- External - 75 Marks (Passing Minimum 30 Marks)
- Internal - 25 Marks (Internal Assessment as per M. Phil Regulations Vide – P.3)

Question Paper Pattern:

Maximum marks: 75

Section A: (10 Questions x 2 marks = 20 marks.) Two Questions from each unit- Answer All

Section B: (5 Questions x 5 marks = 25 marks.) Either or Pattern.

Section C: (3 Questions x 10 marks = 30 marks.) Answer any 3 out of 5 questions.

The following components shall be adopted for continuous internal valuation/assessment

1.	Best 2 tests out of 3	10 marks
2.	Attendance	05 marks
3.	Seminar	05 marks
4.	Assignment	05 marks
Total		25 marks

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M.Phil. Programme (Commerce)

(For the candidates admitted from 2021 – 2022 onwards)

Bloom's Taxonomy Based Assessment Pattern

Knowledge Level

K1 – Acquire/Remember;	K2 – Understanding;	K3 – Apply;	K4 –Analyze;	K5 – Evaluate;	K6 – Create
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Theory (External + Internal = 75 + 25 = 100 marks)

External/Internal					
Knowledge Level	Section	Marks	Hrs.	Total	Passing Mark
K1-K3	A (Answer all)	$20 \times 1 = 20$	3	75	50
K3-K6	B (Either or pattern)	$5 \times 5 = 25$			
K3-K6	C (Answer 3 out of 5)	$3 \times 10 = 30$			

Semester-I/ Core Course I	Research Methodology	Course Code:RMC1
Instruction Hours:4	Credits: 4	Exam Hours: 3
Internal Marks:25	External Marks:75	Total Marks:100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To enable the scholars understand the concepts of research methods in Commerce • To design the Research Proposal and decide the sample techniques and size. • To understand the mode of collecting data and do the interpretation of the same. • To expose the scholars to statistical tools and packages, imperative for researches • To learn the art of writing the reports and to be cautious of plagiarism. 	
UNIT	Content	Hours
I	Research: Meaning – Purpose and Types – Steps in Research – Selection and Formulation of a Research Problem - Review of Literature	6
II	Research Design: Meaning and Types (Case Design and Survey Design) –Sampling- Meaning, Methods and Applications- Sampling Techniques and Design- Sample Size and Sampling Errors	6
III	Data Collection and Data Processing : Data Collection: Methods and Sources; Techniques Questionnaire and Interview Schedule; Pre testing – Pilot Study Data Processing : Meaning, Steps,- Analysis of Data – Interpretation of Data through SPSS – Correlation – Partial and Multiple – Regression – Partial and Multiple - Time series Analysis (Problem and Theory)	6
IV	Hypothesis: Concept, Steps, Sources – Testing of Hypothesis – Chi – Square Test, ‘t’ Test, ‘z’ Test , ‘F’ Test and ANOVA - One Way and Two Way Classification (Problem and Theory)	6
V	Report Writing: Types of reports – Contents of Report – Style of Reporting – Steps in Drafting Reports - Footnotes and Bibliography Writing; Checking Plagiarism	6

Text Books

1. Kothari C.R., “Research Methodology Methods and Techniques” (New Delhi : New Age International).
2. Krishnaswamy O.R. & Renganathan M. “Methodology of Research in Social Sciences”, (New Delhi : Himalaya Publishing House)
3. Ravilochanan P, “Research Methodology” (Chennai : Margham Publications)
4. Pauline V. Young, “Scientific Social Surveys and Research” (New Delhi: Prentice Hall of India P. Ltd)
5. Patten Chetty, “Research Methodology” (Coimbatore : Rainbow Publications)
6. Saravanavel P, “Research Methodology” (Agra : Kidap Mahal)

Mapping of Course Outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	M	S	S	S
CO2	S	S	S	S	S	M	M	S	M	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S	S	M
CO4	M	S	S	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	M	S	S	M	S	S	M

S - Strongly Correlating

M - Moderately Correlating

W – Weakly Correlating

N -No Correlation

Semester-I/ Core Course II	Advanced Functional Management	Course Code: RMC2
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks:25	External Marks:75	Total Marks:100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To enable the research scholars understand the research domains relating to Financial Management • To familiarize the scholars with research issues connected with Human Resource Management • To expose the scholars with the various elements of marketing research • To enable the scholars to be aware of the research avenues in portfolio management • To gain new knowledge of the issues afflicting the financial institutions and understand the research scope in them. 	
UNIT	Content	Hours
I	Financial Management Objectives - Functions - Capital Structure – Determinants – Leverages – Types – Working Capital Management	6
II	Human Resources Management Objectives and Functions – Recruitment Management – Training and Development – Compensation Administration - Performance Management – Employee Engagement - Strategic Human Resources Management – Global Human Resources Management – An introduction to HR Metrics and Analytics	6
III	Marketing Management Elements - Retail Management – Customer Relationship Management – Advertisement Management – E- Marketing – Mobile Marketing – Green Marketing – Services Marketing	6

IV	Portfolio Management Capital Market – Instruments – Equities Debt and Derivatives – Primary Market – Issue Methods. Market Intermediaries – Secondary Market – Trading Techniques and Settlement Procedures – Mutual Funds	6
V	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	6

Text Books

1. Pravin Durai “Human Resource Management 2nd Edition (New Delhi : Pearson Education)
2. Maheswari S.N., “Financial Management”, (New Delhi : Sultan Chand)
3. R.S.N. Pillai and Pagavathy, “Modern Marketing” (New Delhi : S Chand & Sons.)
4. Nakeeran S “Co-operative Management” Coimbatore : Rainbow Publications)
5. Natarajan L, “Investment Management” (Chennai : Margham Publications

Course Outcomes

After completing the course, the students will

CO1: Learn to appreciate the various research domains relating to Financial Management CO2: Understand the research scope available in Human Resource Management CO3: Get an exposure to various elements of Marketing Research CO4: Aware of the research avenues in Portfolio Management CO5: Acquire the ability to solve the issues emanating from the performance of various Financial Institutions
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Mapping of Course Outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	M	M	S	S	S
CO2	S	S	S	S	S	M	S	M	M	S	S	S
CO3	S	M	S	S	M	S	S	S	M	S	S	S
CO4	S	S	S	S	S	M	S	M	M	S	S	S
CO5	S	S	M	M	S	S	S	S	S	S	S	S

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Semester-I/ Core Course III	Teaching and Learning Skills	Course Code:RMC3
Instruction Hours:4	Credits: 4	Exam Hours: 3
Internal Marks:25	External Marks:75	Total Marks:100

Cognitive Level	K – 1 Acquire/Remember K – 2 Understand K – 3 Apply K - 4 Analyze K – 5 Evaluate K - 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To acquaint different parts of computer system and their functions • To understand the operations and use of computers and common Accessories • To develop skills of ICT and apply them in teaching learning context and Research • To appreciate the role of ICT in teaching, learning and Research • To acquire the knowledge of communication skill with special reference to its elements, types, development and styles 	
UNIT	CONTENT	HOURS
I	Computer Application Skills Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in Teaching and Learning – ICT Applications: Using word Processors, Spread Sheets, Power Point Slides in the Classroom ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical Reports, Theses and Dissertations ICT for Professional Development: Concept of Professional Development; Institutional efforts for Competency Building; individual Learning for Professional Development using Professional Networks, OERs, Technology for Action Research, etc.	6

II	<p>Communications Skills</p> <p>Communication: Definitions – Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise – Types of Communication: Spoken and Written; Non-verbal Communication – Intrapersonal, Interpersonal, Group and</p> <p>Mass Communication – Barriers to Communication: Mechanical, Physical, Linguistic & Cultural – Skills of Communication: Listening, Speaking, Reading and Writing – Methods of Developing Fluency in Oral and Written Communication – Style, Diction and Vocabulary – Classroom Communication and Dynamics</p>	6
III	<p>Pedagogy</p> <p>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 –</p> <p>Lecture with power point presentation - Versatility of Lecture technique – Demonstration: Characteristics, Principles, planning Implementation and Evaluation – Teaching-learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion</p>	6
IV	<p>E- Learning, Technology Integration and Academic Resources in India</p> <p>Concept and Types of e-learning (Synchronous and Asynchronous Instructional Delivery and Means), m-Learning (Mobile apps); Blended Learning; Flipped Learning; E-Learning Tools (like LMS; Software’s for Word Processing, Making Presentations, Online Editing, etc.); Subject Specific Tools for e-Learning; awareness of e-learning standards- Concept of Technology Integration in Teaching- Learning Processes; frameworks guiding technology Integration (like TPACK; SAMR); Technology Integration Matrix- Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National Academic Depository, National Digital Library; e-Sodh Sindhu;</p>	6

	Virtual Labs; eYantra, Talk to a Teacher, MOODLE, Mobile Apps, etc.	
V	<p>Skills of Teaching and Technology based assessment</p> <p>Teaching skills: Definition, Meaning and Nature- Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills- Technology for Assessment: Concept of Assessment and Paradigm shift in Assessment; Role of Technology in Assessment ‘for’ e-learning; Tools for Self & Peer Assessment (recording devices; erubrics, etc.); Online Assessment (open source software’s; e-portfolio; quiz makers; e- rubrics; survey tools); Technology for Assessment of Collaborative Learning like Blogs, Discussion Forums; Learning Analytics</p>	6

References Book:

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4. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd.,
5. Edinburgh
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7. schools and programmed of Teacher Development, Jonathan Anderson and
8. Tom Van Weart, UNESCO, 2002.
9. Jereb, E., & Šmitek, B. (2006). Applying multimedia instruction in elearning. Innovations in Education & Teaching International, 43(1), 15-27.
10. Kumar, K.L. (2008) Educational Technology, New Age International Publishers, New Delhi.
11. Learning Management system:
https://en.wikipedia.org/wiki/Learning_management_system, Retrieved on 05/01/2016
12. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana.

13. Michael,D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New york.
14. Pandey,S.K (2005) Teaching communication, Commonwealth Publishers, New Delhi.
15. Ram Babu,A abd Dandapani,S (2006), Microteaching (Vol.1 & 2), Neelkamal Publications, Hyderabad.
16. Singh,V.K and Sudarshan K.N. (1996), Computer Education, Discovery Publishing Company, New York.
17. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut 14. Vanaja,M and Rajasekar,S (2006), Computer Education, Neelkamal Publications, Hyderabad.

Course Outcomes

After completing the course, the students will

CO1: Develop skills of ICT and apply them in teaching learning context and research.

CO2: Be able to use ICT for their professional development

CO3: Leverage OERS for their teaching and research

CO4: Appreciate the role of ICT in teaching, learning and research.

CO5: Develop communication skills with special reference to listening, speaking, reading and writing Learn how to use instructional technology effectively in a classroom

Mapping of Course Outcomes with Programme Outcomes/ Programmes Specific Outcomes

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	S	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	S	M	M	S	S
CO3	S	M	S	S	M	S	S	S	S	M	S	M
CO4	S	S	S	S	S	S	S	S	M	M	S	S
CO5	S	S	M	M	S	S	S	S	S	S	S	M

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