

**Scheme of Examination of M.Phil Course in Commerce
w.e.f. the session 2015-16**

The M.Phil (Commerce) will be a one and half year course comprising three semesters. There will be three compulsory papers in first Semester and there will be two papers in 2nd semester (one compulsory and one out of three optional papers). The third semester will contain preparation of Dissertation.

The first semester of M.Phil shall be common to Ph. D. Course in Commerce.

Semester-I

Compulsory Papers: -

Paper No.	Title of the paper	Max. Marks	Theory Int. Ass.		Time
I.	(MPC1.1) Quantitative Techniques	80	20		3 Hours
II.	(MPC1.2) Research Methodology	80	20		3 Hours
III.	(MPC1.3) Computer Applications in Research Workshop	+ 50 50	--	--	3 Hours

Semester-II

Compulsory Papers: -

Paper No.	Title of the paper	Max. Marks	Time
I.	(MPC2.1) Computer Application in Research-II + Workshop	50 50	3 Hours

Optional Papers		Theory	Int.	Research Proposal	Time
a)	(MPC2.2a) Emerging Marketing Practices	50	20	30	3 Hours
b)	(MPC2.2b) Researchable issues in Accounting and Finance	50	20	30	3 Hours
c)	(MPC2.2c) Contemporary Issues in Human Resource Management	50	20	30	3 hours

Semester-III

(MPC3.1) Dissertation 200 marks (150 marks for evaluation and 50 marks for Viva-Voce)

Note:

- There will be theory paper of 50 marks in the subject "Computer Applications in Research –I of semester I and Research-II of Semester –II) and a Workshop of 50 marks in semester I & II. Evaluation of workshops 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 will be no internal assessment in these papers.
- Internal Assessment of Twenty marks shall be based on the basis of Presentations on the topics related with the subject. Students shall have to make two presentations per subject.
- As regards to evaluation of Research Proposal in optional papers of semester-II, students shall prepare a research proposal. The evaluation of Research Proposals 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) w.e.f. 2015-16
Semester-I
Paper-I Quantitative Techniques (MPC1.1)

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

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) w.e.f. 2015-16
Semester - I
Paper-II Research Methodology (MPC1.2)

Marks of Theory: 80
Internal Assessment: 20
Time: 3 Hours.

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

M.Phil (Commerce) w.e.f. 2015-16
Semester - I
Paper-III - Computer Applications in Research-I (MPC1.3)

Theory: 50
Time: 3 hours.
Workshop : 50

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-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; Assessing 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. 2015-16
Semester-II
Paper-III Computer Application in Research –II (MPC2.1)

Marks of Theory: 50

Time: 3 hours.

Workshop: 50

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:

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. 2015-16
Semester-II
Paper-III Optional - Emerging Marketing Practices (MPC2.2a)

Marks of Theory: 50

Time: 3 hours.

Internal Assessment: 20

Research Proposal: 30

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.

Unit-I

Defining Marketing for 21st Century: New Marketing Realities-Major Societal Forces, New Consumer Capabilities, New Company Capabilities; Changing company orientation towards marketplace-Integrated Marketing, Internal Marketing, Performance Marketing; Marketing Management Tasks-Developing Marketing Strategies and Plans, Capturing Marketing Insights, Connecting with Consumers, Building Strong Brands, Shaping the Market Offerings, Developing and Communicating Value, Creating Long Term Growth.

Unit-II

New Trends in Marketing : Guerilla Marketing, Buzz Marketing, Experiential Marketing, Relationship Marketing, E-Marketing, Tourism Marketing, Healthcare Marketing, Social Marketing, Political Marketing, Trends in Marketing Practices, Socially Responsible Marketing, Direct Marketing, Multi Stage Marketing, Interactive Marketing, Word of Mouth Marketing.

Unit-III

Marketing and New Technology: New Technology-ICT, Mobile-Commerce, Electronic Devices, Internet, Social Media, GPS, Enhanced Computational Devices, Enhanced Search Services, Biometrics and Smart Cards. Impact of New Technology on Consumers, the seller, the seller of complementary services, intermediaries, information providers, competitors, other industries. Optimal structure for products and services given these new applications.

Unit-IV

Future of Marketing: Major Marketing Weaknesses; Correcting Marketing Deficiencies; Suggesting Improved Marketing. Demise of the marketing department and the rise of Holistic Marketing; Demise of The Spending Marketing and the Rise of ROI Marketing; Demise of Marketing Institution and Rise of Marketing Science; Demise of Manual Marketing and rise of Automated Marketing; Demise of Mass Marketing and Rise of Precision Marketing.

Suggested Readings:

Kotler, Keller, Koshy and Jha :Marketing Management-A South Asian Perspective, Pearson Paliwoda,Stanley J:The Essence of International Marketing, Prentice Hall, New Delhi.

Keegan, Warren J : Global Marketing Management, Prentice Hall, New Delhi.

Boone & Kurtz : Contemporary Marketing South-Western, Cengage Learning, Mason, USA

M.Phil (Commerce) w.e.f. 2015-16
Semester-II

Paper-III Researchable issues in Accounting and Finance (Optional) (MPC2.2b)

Marks of Theory: 50

Time: 3 hours.

Internal Assessment: 20

Research Proposal: 30

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.

Unit-I

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

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.

Suggested Readings:

1. Ranganatham, M. and Madhmati, R. "Investment Analysis and Portfolio Management," Pearson.
2. Jordon, Fisher, "Security Analysis and Portfolio Management," 6th ED. Phi-New Delhi- 110001.
3. Chandra, P. "Investment Analysis and Portfolio Management," CFM-Mc Graw Hill professional series in finance, 4th ED.
4. Kishore R.M., "Advanced Management Accounting," Taxmann Publications Pvt.Ltd., Delhi.
5. M.Y.Khan and P.K.Jain, "Financial Management" Tata Mc Graw Hil.
6. I.M. Pandey, "Financial Management," Vikas Publishing House Pvt. Ltd.
7. Glautier and etal. "Accounting Theory and Practice," Financial Times Prentice Hall.

M.Phil (Commerce) w.e.f. 2015-16
Semester-II
Paper-III Contemporary Issues in Human Resource Management (Optional)
(MPC2.2c)

Marks of Theory: 50
Time: 3 hours.
Internal Assessment: 20
Research Proposal: 30

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.

Unit-I

Emerging Issues and challenges in Human Resource Management, Strategic Human Resource Management, Human Resource Planning, potential appraisal and succession planning, 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 in relation to human resource management.

Unit-IV

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

Suggested Readings:

1. Pattanayak Biswajeet, "Human Resource Management," Prentice Hall India Pvt.Limited.
2. Gerhart Barry and etal. "Human Resource Management," McGraw-Hill College.
3. Gupta and Joshi, "Human Resource Management," Kalyani Publishers.
4. Burke and Cooper, "Reinventing HRM: Challenges and New Directions," Taylor & Francis.
5. Shermon Ganesh, "Competency Based HRM: A Strategic Resource for Competency Mapping, assessment and development centres," Tata McGraw-Hill College.

