FOR THOSE WHO HAVE JOINED FROM THE ACADEMIC YEAR 2014–15 ONWARDS
RESEARCH DEPARTMENT OF COMMERCE
P.G. PROGRAMME
M.Phil. COURSE PROFILE

<table>
<thead>
<tr>
<th>Sem</th>
<th>Title of the Paper</th>
<th>Teaching Hours per Week</th>
<th>Exam (Hrs)</th>
<th>Marks Alotted</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Internal</td>
<td>External</td>
</tr>
<tr>
<td>I</td>
<td>Research Methods in Commerce</td>
<td>6</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Advanced Financial Management</td>
<td>6</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td><strong>OPTIONAL PAPER [ANY ONE]</strong></td>
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<tr>
<td></td>
<td>Human Resources Management*</td>
<td>6</td>
<td>3</td>
<td>40</td>
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<tr>
<td></td>
<td>Marketing Management*</td>
<td>6</td>
<td>3</td>
<td>40</td>
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<tr>
<td></td>
<td>Banking and Insurance*</td>
<td>6</td>
<td>3</td>
<td>40</td>
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<tr>
<td>II</td>
<td>Dissertation</td>
<td>–</td>
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<td>40</td>
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<td>Viva Voce</td>
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* Student has to choose any one of the optional papers.
M.Phil Commerce: Those Who Have Joined From The Academic Year 2014–15 Onwards

RESEARCH METHODS IN COMMERCE
SEMESTER I

Objectives:

✦ To expose about the Methodology of Research to the Scholars.
✦ To gain knowledge over the Systematic Effects to be taken to Complete the Research work.
✦ To experiment the applicability of Methodology to solve Social and Business Problems.

UNIT – I: Research meaning and types [15 Hrs]

UNIT – II: Review of Literature [20 Hrs]

UNIT – III: Methods and Data Collection [10 Hrs]

UNIT – IV: Statistical Tools [35 Hrs]
Correlation – Simple – Partial – Multiple - Regression – (simple, partial and multiple) – Linear Growth Rate - Compound Growth Rate. Testing of Hypothesis (Z, t, f, \( \chi^2 \) tests, Sign test, The Mann-Whitney U Test, H-test)

UNIT – V: Processing of Data [10 Hrs]

TEXT BOOK:

REFERENCES:
03. Dr. N. Thanulingom, Research Methodology in Social Sciences, Himalaya Publication, Bombay, 1985.

ADVANCED FINANCIAL MANAGEMENT
SEMESTER I

Objectives:
- To know the importance of Financial Management and the Time Value of Money.
- To equip the students in preparing the Financial Plan for the New Project.
- To create awareness about International Financial Management.
- To mould the students as Financial Expert in all Walks of Life.

UNIT – I: [20 Hrs]


UNIT – II: [20 Hrs]

UNIT – III: [20 Hrs]


UNIT – IV: [10 Hrs]


UNIT – V: [20 Hrs]


TEXT BOOK:

REFERENCES:
HUMAN RESOURCES MANAGEMENT
[OPTIONAL PAPER]
SEMESTER I

Code: 14165103

6 Hrs/Week

Objectives:

 зр To familiarise the learners about the Concept, Techniques and Issues Involved in Managing Human Resources in an Organisation through the Phases of Selection, Training and Retention of Employees.
 зр To create an Awareness about the need to improve their Educational Qualification and Skill to be Employed in an Organisation.

UNIT – I: [15 Hrs]
Human Resources Planning:

UNIT – II: [20 Hrs]
Recruitment and Selection:

UNIT – III: [20 Hrs]
Training and Development:
Organizational Development:
Meaning, Models and Interventions.

UNIT – IV: [20 Hrs]
Performance Appraisal:

UNIT – V: [15 Hrs]

TEXT BOOK:
REFERENCES:

MARKETING MANAGEMENT
[OPTIONAL PAPER]  
SEMESTER I  
Code: 14165104  
6 Hrs/Week

Objective:
This paper aims at providing the learners a broad understanding of the Concepts, Scope, Nature and Importance of Marketing Management. It also highlights the importance of the study about Marketing Mix, Segmentation, Personal Selling, Advertising and E-Marketing.

UNIT – I: [15 Hrs]
Marketing and Marketing Management:

UNIT – II: [20 Hrs]
Marketing Mix, Market Segmentations and Consumer Behaviour:
Market Segmentation:
Consumer Behavior:


UNIT – III: [20 Hrs]

Product Planning and Development, Pricing and Physical Distribution:

Product:


Pricing:


Physical Distribution:


UNIT – IV: [15 Hrs]

Personal Selling, Advertising and Sales Promotions:

Personal Selling:

Meaning and Definition – Difference among Personal Selling, Advertising and Sales Promotion – Factors Affecting Personal Selling Decisions.

Advertising:


Sales Promotion:

Definition and Meaning – Types of Sales Promotion Programmes.

UNIT – V: [20 Hrs]

E–Marketing:


TEXT BOOK:

REFERENCES:
02. Gupta S. L. and Ratna V.V., Advertising and Sales Promotion Management, Sultan Chand and Sons, New Delhi.

BANKING AND INSURANCE
[OPTIONAL PAPER]
SEMESTER I

Objective:

This paper aims to enrich the learners to have a clear understanding about the various schemes of Commercial Banks, E-Banking and Non-Performing Assets. It also highlights the Role and Importance of Insurance.

UNIT – I:


UNIT – II:

Electronic Banking (E-banking):


UNIT – III: [20 Hrs]
Bank Failures and Deposit Insurance and Credit Guarantee Corporation – Causes for Bank Failures – Deposit Insurance Corporation – Deposit Insurance and Credit Guarantee Scheme Relating to Small Borrowers and Small Scale Industries – Export Credit Guarantee Corporation of India.


UNIT – IV: [15 Hrs]

UNIT – V: [15 Hrs]

TEXT BOOKS:

REFERENCES:
Objective:

- To apply the Theoretical Knowledge to the Practical Business Problems.

- Every scholar must take up the dissertation in the beginning of the Second semester.

- A Maximum of 4 scholars will be assigned to a staff member holding Ph. D., who will provide the necessary guidance.

- Every scholar must maintain a work-dairy relating to the progress of the dissertation work.

- Every scholar must submit the dissertation at the end of the Second semester on or before last working day.

- Viva – Voice will be conducted by a Board of Examiners constituting the Chairman of the Board (HOD), respective guide, members of the department and an external examiner.
M.Phil Commerce: Those who have joined from the academic year 2014–15 onwards

**EVALUATION PATTERN**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Internal Marks :</td>
<td>40</td>
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<tr>
<td>External Marks :</td>
<td>60</td>
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</table>

**INTERNAL:**

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<tbody>
<tr>
<td>Internal Test</td>
<td>25</td>
</tr>
<tr>
<td>Seminar</td>
<td>10</td>
</tr>
<tr>
<td>Assignment</td>
<td>5</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>40</strong></td>
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</tbody>
</table>

Three internal tests will be conducted, and the average marks of the best two will be taken for assessment.

**Question Pattern:**

<table>
<thead>
<tr>
<th>Part – A</th>
<th>3/5 *4</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part – B</td>
<td>2/4 *6½</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>25</td>
</tr>
</tbody>
</table>

Regarding seminar, students will be given topics on which they have to make a presentation.

Duration of the test – 2 Hours

**EXTERNAL:**

**Question Pattern:**

<table>
<thead>
<tr>
<th>Part – A</th>
<th>5 (Either or) *4</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part – B</td>
<td>5 (Either or) *8</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>
Candidates, who have passed under four year Dual Degree Programme with two major subjects under Part III are not eligible for admission.


However, those who have done the UG in the subjects for which equivalence is not covered under the G.O.(1D)No.257, Higher Education (G1) Department, Dated 19.07.2016, shall have to obtain an equivalence certificate for the respective subjects from the University concerned to consider their admission to B.Ed. have selected 15 interviews out of 180 from the IGITI archive. Fourteen of them are published on the IGITI project website on the oral history of universities 'that is why we will refer to the respondents' answers using their full names and credentials.' That year is considered by some scholars crucial for the quantity of student cohort in Russia: until 2008, the number of students in higher education institutions rose respectively to the numbers of children born before the transitional period of the 1990s. Two of those respondents had a rich history of academic mobility journeys (both short- and long-term ones 'almost every year in the 2000s'early 2010s) but did not explicitly mention them in the interview. The most globalist and interventionist Pope since the Crusades of the 12th Century has formalized an alliance with the largest figures in global finance led by none other than that noble banking family, Rothschild. The new alliance is a joint venture they call 'Council for Inclusive Capitalism with the Vatican.' On their website they proclaim in a typical UN doublespeak, 'The Council for Inclusive Capitalism is a movement of the world's business and public sector leaders who are working to build a more inclusive, sustainable, and trusted economic system that addresses the needs of our people and the planet.' A more sustainable, trusted economic system? Doesn't that sound like the infamous UN Agenda 21 and its Agenda 2030 daughter, the globalist master plan? Phillip Dennis Ivey Jr. (born February 1, 1977) is an American professional poker player who has won ten World Series of Poker bracelets, one World Poker Tour title, and appeared at nine World Poker Tour final tables. Ivey is regarded by numerous poker observers and contemporaries as the best all-around player in the world. In 2017, he was elected to the Poker Hall of Fame. Phil of the Future is a children's television sitcom on the Disney Channel and ABC Kids. It follows the Diffys, a 22nd Century family, stuck in the 21st Century. Contents. 2.14 It's a Wonder-Phil Life. 2.15 Christmas Break. 2.16 Stuck in the Meddle With You. 2.17 Broadcast Blues. Announcer: According to experts, one hundred years from now, kids will have no cavities. True or false? Pim: False.