

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI - 620 024

M.PHIL. COMMERCE PROGRAMME

(For candidates admitted from the Academic Year 2009-2010 onwards)

Course Structure

| Sem ester | Course | Title of the Paper | Marks | | | Exam Hours | Credit |
|--------------|--------------|----------------------------------------------------------|--------------|------------|------------|------------|-----------|
| | | | IA | UE | Total | | |
| I | Course I | Research Methodology | 40 | 60 | 100 | 3 | 4 |
| | Course II | Advanced Functional Management | 40 | 60 | 100 | 3 | 4 |
| | Course III | Paper on Topic of Research (To be framed by the Guide) * | 40 | 60 | 100 | 3 | 4 |
| | Course IV | Teaching and Learning Skills (Common Paper) | 40 | 60 | 100 | 3 | 4 |
| II | Dissertation | Viva | Dissertation | | 200 | | 8 |
| | | 50 Marks | 150 Marks | | | | |
| Total | | | 210 | 390 | 600 | | 24 |

Note: * For Course III the syllabus will be framed by the Guide and the Examination will be conducted by the Controller of Examinations, Bharathidasan University.

Marks

Maximum - 100 marks (passing minimum 50 marks)

External - 60 marks (Passing minimum 30 marks)

Internal - 40 marks (Internal Assessment as per M.Phil Regulations Vide-P.3)

Question Paper Pattern I, II, IV

Written (University) Examination

5 Questions to be asked (5 x12 =60 Marks)

Essay type Questions with internal choice (Questions in either / or Model)

Choosing two questions from each unit.

COURSE I - RESEARCH METHODOLOGY

Unit I

Research : Meaning – purpose- Types of Research – Steps in Research – Selection and formulation of a research problem - Review of Literature.

Unit – II

Preparation of Research Design - case Design- Survey Design – Sampling techniques - sampling Design for Analytical and Descriptive Research Sampling – Meaning - Methods and their applications - Sample size and sampling errors – Methods of data collection – Primary data , Secondary data – Sources, Techniques – Questionnaire , interview schedule.

Unit III

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)

Unit 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)

Unit V

Report Writing : Types of reports – contents of report – style of reporting – steps in drafting reports - Footnotes and bibliography writing.

Note: Theory 60% and Problem 40%

TEXT BOOKS RECOMMENDED :

1. Research Methodology – Dr. P. Ravilochanan – Margham Publications, Chennai
2. Business Research concepts and practice – International company (1969) – Robert G. Murdick.
3. Scientific Social surveys and Research – Prentice Hall of India P. Ltd.
Pauline V. young.
4. Thesis and assignment writing by Anderson J. Berry. H.D. & Poole, M.
5. Methods of social Survey and Research – Kitap Ghar, Acharya nagar,
Kanpur – 3 – By S.R. Bajpai.
6. Social Research – by Kotari.
7. Research Methodology – Patten chetty – Rainbow Publications.
8. Research Methodology – P.Saravanavel – Kidap Publications

COURSE II ADVANCED FUNCTIONAL MANAGEMENT

(THEORY ONLY)

Unit I

Financial Management : Financing decisions – Theories of capital structure – financial leverage EBIT – EPS analysis – Analysis of internal and external financing methods – Capital structure planning in practice – determinants.

Unit II

Human Resources Management: Recruitment Management – Training and Development – Reward Management – Welfare Measures – Performance Management – Employee Maintenance and Separation - Strategic Human Resources Management – Global Human Resources Management – Recent Trends in HRM

Unit III

Marketing Management: Marketing Research Objectives and methods of marketing research – Retail Management – Global Marketing – rationale and principle – product strategy and organization for Global marketing – E-marketing – Marketing of Services.

Unit IV

Financial Markets: Capital Market – Instruments – Equities debit and derivatives – Primary Market – Issue methods. Market intermediaries – Secondary Market – Trading techniques and settlement procedures – Mutual Funds.

Unit V

Co-operative Management – Nature and Functions – Role of Board of Directors in Co-operative Management – General Body – its Powers and Functions – Board of Executives Relationship – Society and Departmental Relationship – Credit Management – Evaluation, Assessment – NPAs - debt recovery tribunal - writing of bad debts.

TEXT BOOKS RECOMMENDED:

1. S.N. Maheswari, Financial Management, Sultan Chand
2. Dwivedi R.S., Human Behaviour and Organisational & IBH
3. Saxsena ,Human Resource Management S – Chand sons
4. R.S.N. Pillai and Pagavathy, Modern Marketing S –Chand sons
5. V.A. Avodhani, Marketing of Financial Services
6. S.K. Sinha and R. Sahaya, Management of Co-operative Enterprises

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COURSE IV - TEACHING AND LEARNING SKILLS

Objectives:

After completing the course, scholars will be able to:

- acquaint different parts of computer system and their functions
- understand the operations and use of computers and common accessories
- develop skills of ICT and apply them in teaching learning context and Research
- appreciate the role of ICT in teaching, learning and Research
- acquire the knowledge of communication skill with special reference to its elements, types, development and styles
- understand the terms communication Technology and Computer mediated teaching and develop multimedia/E-content in their respective subject
- understand the communication process through the web
- acquire the knowledge of instructional

Unit I: Computer Applications Skills

Computer System: Characteristics, Parts and their functions - Different generations of computer – Operation of Computer: switching on/off/restart. Mouse control, Use of key board and some functions of key – 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.

Unit II Communication Skills

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 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.

Unit III: Communication Technology

Communication Technology: Bases, Trends and Developments – Skills of using Communication Technology – Computer Mediated Teaching Multimedia, E – content – Satellite – based communication: EDUSAT and ETV Channels. Communication through web: Audio and Video applications on the internet, interpersonal communication through the web.

Unit IV: Pedagogy

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 – 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 – Modes of teaching: CAI, CMI and WBI

Unit V: Teaching Skills

Teaching Skill: 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.

References:

Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi

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Don Skinner (2005), Teaching Training, Edinburgh University Press Ltd, Edinburgh

Information and Communication Technology in Education: A Curriculum for schools and programme of Teacher development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002

Kumar, KL (2008) Educational Technology, New Age International Publishers, New Delhi

Mangal, S.K. (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana

Michael, D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York

Pandey, S.K (2005) Teaching Communication, Commonwealth Publishers, New Delhi

Ram Babu, A and Dandapani, S (2006), Microteaching (vol. 1 &2), Neelkammal Publications, Hyderabad

Singh V.K. and Sudarshan, K.N. (1996) Computer Education, Discovery Publishing Company, New York

Sharma, R.A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut

Vanaja, M. and Rajasekar, S (2006), Computer Education, Neelkamal Publications, Hyderabad

