



MASTER OF PHILOSOPHY IN COMMERCE

SYLLABUS - 2007-09

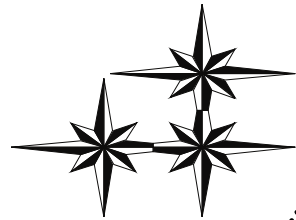
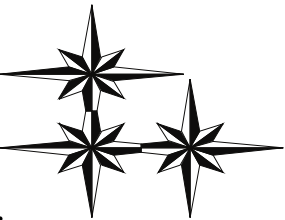


ST. JOSEPH'S COLLEGE (AUTONOMOUS)

(Nationally Reaccredited with A+ Grade / College with Potential for Excellence)

TIRUCHIRAPPALLI - 620 002

TAMIL NADU, INDIA



ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI - 620 002
DEGREE OF MASTER OF PHILOSOPHY (M. PHIL.)
FULL TIME - AUTONOMOUS REGULATIONS

GUIDELINES

1. ELIGIBILITY

- ✧ A Candidate who has qualified for the Master's Degree in any Faculty of this University or of any other University recognized by the University as equivalent there to (including old Regulations of any University) subject to such conditions as may be prescribed therefore shall be eligible to register for the Degree of Master of Philosophy (M.Phil.) and undergo the prescribed course of study in a Department concerned.
- ✧ A candidate who has qualified for Master's degree (through regular study / Distance Education mode / Open University System) with not less than 55% of marks in the concerned subject in any faculty of this university or any other university recognized by Bharathidasan University, shall be eligible to register for M.Phil. SC / ST candidates are exempted by 5% from the prescribed minimum marks.

2. DURATION

The duration of the M.Phil. course shall be of one year consisting of two semesters for the full-time programme.

3. COURSE OF STUDY

The course of study shall consist of

- Part - I : 3 Written Papers
- Part - II : 1 Written Paper and Dissertation.

The three papers under Part I shall be :

- Paper I : Research Methodology
- Paper II : Advanced / General Paper in the Subject
- Paper III : Advanced Paper in the subject

Paper I to III shall be common to all candidates in a course. Paper I, II, III & IV shall consist of 5 units each covering the subject requirements of the course offered. The Board of Studies shall approve the Syllabi for Papers. The syllabus for paper IV shall be prescribed by each Research Advisor, which is also to be approved by the Board of Studies. The number of specialized papers by the research advisor can be more than one.

Question papers for Papers I to III shall be set externally and valued by two examiners, one internal and one external. The concerned HOD will be in the Board of Examiners to pass the results. Paper IV shall be set and valued by the Research Adviser. The Controller of Examinations shall conduct the examinations for all papers and dissertation.

4. SCHEME OF EXAMINATION

4.1 Part-I (First Semester)

- Paper I : Research Methodology
 Paper II : Advanced / General paper in the subject
 Paper III : Advanced paper in the subject

Part-II (Second Semester)

- Paper IV : Field of specialization
 Paper V : Dissertation

4.2 Written Examination

The examinations for Papers-I, II and III shall be taken at the end of the first semester and Paper-IV at the end of the second semester. Each paper shall have 100 marks for the semester examination (written) and 100 marks for Continuous Internal Assessment.

The CIA components are:

Seminar-I	:	15	marks
Mid semester	:	35	marks
Seminar-II	:	15	marks
End semester	:	<u>35</u>	marks
Total	:	<u>100</u>	marks

Both the CIA marks and the external marks should be mentioned separately in the mark sheets. The duration for each semester examination shall be 3 hours. A candidate shall be declared to have passed Part-I & II examinations if he/she secures not less than 50 of the marks each in the CIA and the semester examination respectively. The aggregate of the marks secured in the semester examinations and CIA marks taken together must be 50% in each of the Papers I to IV and Dissertation.

4.3 Credits for Papers I to IV

Paper	Name	Contact Hours	Library Hours	Total Hours	Credits	CIA Marks
I	Research Methodology	6	6	12	10	100
II	Core Subject	6	6	12	10	100
III	Core Subject	6	6	12	10	100
IV	Optional Subject	2	4	6	5	100
	Total			42	35	400

Credits for Dissertation

Internal Examination (the split up for CIA)

Project	Credits	Marks	Total Marks
Seminar on review of related literature	3	30	} 200
Seminar on Data Analysis / Results	2	20	
Dissertation Evaluation	15	150	
Viva - voce	5	100	100
Total	25	300	300

External Examination

	Credits	Marks
Dissertation Evaluation	20	200
Viva-voce	5	100
Total	25	300

4.4 Dissertation

For carrying out the dissertation the mandatory requirement is strictly adhering to the rules of the college as given below:

4.4.1a Requirement

Every student is expected to give two seminars one concerning Review of Related Literature within the four weeks from the beginning of the second semester and the other on Data Analysis / Result just before the submission of the final draft of the dissertation

4.4.1b Submission

Candidates shall submit the Dissertations to the Controller of Examination not earlier than five months but within six months in the full time programme. The above said time limit shall start from 1st of the month which follows after the month in which Part-I examinations are conducted. If a candidate is not able to submit his/her Dissertation within the period stated above, he/she shall be given an extension time of three months in the first instance and another three months in the second instance with penalty fees. If a candidate does not submit his Dissertation even after the two extensions, his registration shall be treated as cancelled and he has to re-register for the course subject to the discretion of the Principal. However the candidate need not write once again the theory papers if he / she has already passed these papers.

4.4.1c Requirement

For the valuation of dissertation the mandatory requirement is a pass in papers I to IV. One external examiner and the Research Adviser shall value the Dissertation. The external examiner should be selected only from outside the college and shall be within the colleges affiliated to Bharathidasan University. In case of non-availability, the panel can include examiners from the other university / colleges in Tamil Nadu. The external examiner shall be selected from a panel of 3 experts suggested by the Research Adviser. However, the Controller of Examination may ask for another panel if he deems it necessary. Both the internal and external examiner will evaluate the Dissertation and allot the marks separately. However the viva-voce will be done by both of them. The average marks will be considered.

4.4.2 Viva-voce

The external examiner who valued the Dissertation and the Research Adviser shall conduct the Viva-Voce for the candidate for a maximum of 100 marks. A Candidate shall be declared to have passed in viva-voce if he secures not less than 50% of the marks prescribed for Dissertation and 50% of the marks in the aggregate of the marks secured in viva-voce test and Dissertation valuation. A student can undertake project in the second semester whether or not he /she has passed the first semester.

5. QUESTION PAPER PATTERN

5.1 Internal (Mid & End)

5.1a For Science

There are two sections A and B:

Section A contains 8 short answer Questions $8 \times 4 = 32$

Section B contains 4 Essay Question $4 \times 17 = \underline{68}$

100

5.1b For Arts

Only one section of Essay type questions $5 \times 20 = 100$

5.2 External Exam (Semester)

5.2a For Science

Section A - 10 short answer Questions $10 \times 3 = 30$

Section B - 5 Essay type Questions either or $5 \times 14 = \underline{70}$

100

5.2b For Arts

Only one section of Essay type questions 5 out of 8 ($5 \times 20 = 100$)

5.2c For the Paper-IV (Optional/Research Adviser's paper)

The Question paper pattern for Paper IV is common for both Science and Arts. The pattern is only one section with Essay type Questions 5 out of 8 ($5 \times 20 = 100$)

There may be two separate mark sheets for the first and second semester respectively. The marks allotted by the guide and that by the External Examiner must be shown in separate columns of the 2nd Semester mark sheet.

6. CLASSIFICATION OF SUCCESSFUL CANDIDATES

6.1 The candidates who pass the Part - I and Part - II examinations in their first attempt shall be classified as follows:

No.	Total Marks secured in Part - I and Part - II Examinations	Classification
1.	80% and above in the case of Science Subjects & 75% and above in the case of Arts and Social Science Subjects	I Class with Distinction
2.	60% to 79% in the case of Science Subjects & 60% to 74% in the case of Arts and Social Science Subjects	I Class
3.	50% to 59% in all the subjects (Mathematics, Statistics and Computer Science / Applications shall be treated as Science Subjects)	II Class

6.2 Candidates who pass the course in more than one attempt shall be declared to have completed the programme under II Class.

7. QUALIFICATIONS OF RESEARCH ADVISER FOR THE M.Phil. COURSE

- 7.1 A person eligible to be a Research Adviser shall be required to possess a Ph.D. Degree or two years of Post-Graduate teaching experience after qualifying for M.Phil. / M.Litt. degree. He / She should have obtained recognition from the University.
- 7.2 In view of the paucity of guides in the newly emerging subjects like Biotechnology, Microbiology, Remote Sensing the research guides in the related areas may be permitted to guide students provided these guides satisfy the qualification requirements.
- 7.3 Normally a person shall be allowed to guide not more than three candidates.
- 7.4 Change of guide may be permitted by the Principal based on the merit of the individual cases.

8. ATTENDANCE

- ✧ Daily attendance for 90 working days should be enforced for the students.
- ✧ Periodical report of a student to the guide concerned should be recorded in the register kept by the guide.

M.PHIL. COMMERCE - COURSE PATTERN - 2007

Sem	Code	Course	Title of the paper
I	07 MCO 101	I	Research Methodology
	07 MCO 102	II	Management Information Systems
	07 MCO 103	III	Services Marketing
II	07 MCO 204	IV	Entrepreneurial Development
	07 MCO 205	IV	Project Management
	07 MCO 206	IV	Financial Institutions and Markets
	07 MCO 207	IV	Financial Management and Services
	07 MCO 208	IV	Human Resource Management
	07 MCO 209	IV	Applied industrial Psychology
	07 MCO 210	IV	Marketing Management
	07 MCO 211	IV	Wages and Salary Administration
	07 MCO 212	IV	Export Management

Paper I: RESEARCH METHODOLOGY

Objectives

- ✧ To enable the students to understand the basic concepts of research methods.
- ✧ to expose the students to have a thorough knowledge on Research.

Unit I

Research: Meaning – Objectives – Significance and types – Research process – Criteria of good research – Formulation of research problem – Selecting the research problem – Techniques involved in defining a research problem – Research design – Meaning – Need – Concepts – Types.

Unit II

Sampling : Steps in sampling design – Criteria of selecting a sampling – Types of the sampling design – Sampling error – Hypothesis – Meaning – Concepts – Steps – Test of hypothesis – Importance of parametric test – Z test – 't' Test – Chi – Square test – F test, Limitations of the test of hypothesis.

Unit III

Collection of Data: Primary – Secondary – Methods – Questionnaire – Types – Pre test – Pilot study – Testing and Validating Questionnaire.

Unit IV

Processing and Analysis of Data: Processing Operations – Editing – Coding – Classifications and Tabulations – Statistical tools for analysis – Descriptive statistics – Frequency distribution – Mean – Standard Deviation – regression – Correlation – Co-efficient of Correlation – Factor Analysis /rotated Component Matrix – ANOVA Table and SPSS.

Unit V

Interpretation and Report Writing: Meaning of Interpretation – Why interpretation – Techniques of interpretation – Report writing – Mechanics of writing a Research report.

Text Book

1. Kothari, C. R., 2001 *Research Methodology*, New Delhi, Sultan & Chand.

References

1. Hudric Robert G., 1969, *Business Research Concepts and Practice*, New Delhi, International Text Book Company.
2. Young Paulin V., 2000, *Scientific Social Surveys and Research*, Prentice Hall Simon & Schuster (Asia) (P) Ltd., Singapore.
3. Bajpai S. R., 2001 *Methods of Social Survey and Research*, Kitab Ghar, Acharaya Nagar.

Paper II: MANAGEMENT INFORMATION SYSTEMS

Objective

- ✧ To acquaint the students with Management Information System and various facets of E-commerce applications with reference to research

Unit 1: Introduction: Concept, evolution and meaning of MIS; Goals of MIS; Role of Management Information System – Impact of Management Information System -System approach to problem solving - Challenges in the development of MIS, MIS function in an organisation.

Unit 2: Information and Managerial Effectiveness: Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; levels of management and information needs of management; process of generation of information; Quality of information; information system for Finance, marketing, manufacturing, research and development and human resource areas.

Unit 3: E-commerce - Business models of E-commerce and infrastructure: Meaning and concept; Electronic commerce versus traditional commerce; Media Coverage; E-Commerce and E-Business; Channels of E-Commerce; Business application of E-Commerce; Need for E-Commerce, E-Commerce as an electronic trading system. Supply chain management, product and service digitisation, remote servicing, procurement; Online marketing and advertising; E-Commerce resources and infrastructure – resources and planning for infrastructure.

Unit 4: Customer relationship management: Relationship Marketing: Meaning, nature and scope; Types of relational exchanges; Reasons for Relationship marketing – firm and customer perspectives. Developing and Managing Relationships: Customer selection; Relationship strategies; implementing CRM; Mistakes in implementing CRM; Role of information technology in relationship building – e-CRM

Unit 5: Enterprise Management Systems: Enterprise Resource planning (ERP) systems, ERP Basic feature, Benefits of the ERP, ERP Selection, ERP Implementation, EMS and MIS.

Reference

1. Awad, E.M: Systems Analysis and Design: Galgotia Publications, New Delhi.
2. Charles S.Parker: Understanding Networking and the Internet, Dryden Press.
3. Judith R.Gorden and Steven R.Gorden, Information systems: Management Approach, Dryden Press, Illinois.
4. Kumar, Muneesh: Information systems, Vikas Publishing House, New Delhi.
5. O'Brien James: Management Information systems, Tata-McGraw Hill, New Delhi.
6. Sadagopan.S: Management Information systems, Prentice Hall, New Delhi.
7. W.S.Jawadekar: Management Information systems, Tata-McGraw Hill, New Delhi.
8. Minoli and Minoli: Web Commerce technology hand book, Tata-McGraw Hill, New Delhi.
9. Seth, Jagdish N. et.al: Customer Relationship Management, Tata-McGraw Hill, New Delhi.

Paper III: SERVICES MARKETING

Objective

- ✧ The main objective is to augment the research on professional competency and employable skills in services marketing.

Unit-I

Concept and characteristics of services marketing - Service Management - Myths about services - Attitudes towards Services and the Service Sector - The evolution of services marketing - Reasons for the Growth of the Service Economy - How technology is leveraging customer service - future of the Services Sector - Limitations on growth in Service Industries - Services in the modern economy - LPG syndrome. Revised Marketing Mix for Services - Characteristics of Services - Problems arising from the characteristics - The components of a service - Categories in the decision-making process - Economic Distinctions.

Unit-II

Customer Retention and Relationship Marketing - Introduction - The evolution of relationship marketing - Degree of relationship building - Pathways of growth - The importance of customer retention - The enhancement of internal and external relationship - The relationship chain - Markets - Customer retention - Operations and delivery systems - Delivered satisfaction - Measurement and feedback - Strategies - Service recovery - Service guarantees - Allocating capacity over time by service class - Determining the value of a customer - Lifetime value of a customer - Customer relationship management strategies.

Unit-III

Tourism - Concepts - Tourism Marketing - Concepts - Uses of Tourism services - Behavioural profile of users - Product planning and development - Market segmentation for Tourism - Marketing Information System for Tourism - Marketing Mix for Tourism - Product Mix - Promotion Mix - Price Mix - Place Mix, the People - Tourism Marketing in Indian Perspective.

Unit-IV

Hospitals, Conceptual frame work - Types of Hospitals - Emerging trend in Medicare - Marketing Medicare - Conceptual Frame Work - Justification for marketing Medicare - Thrust area for Medicare Services - Marketing Mix for Hospitals - Product Mix - Promotion Mix - Price Mix - Place Mix - Strategic Marketing for Hospitals.

Unit-V

International Marketing of Services - What is a transnational strategy? Why service firms choose to operate internationally - Elements of global transnational strategy - International branding and advertising - How the nature of the process affects the opportunities for globalisation - Modes of internationalization - Transnational strategy for supplementary services - Problems connected with marketing - Services internationally - Trade in services.

Text Books

1. S. N. Jha (2002), Services Marketing, Himalaya Publishing House, Mumbai.
2. B. Balaji (2002), Services Marketing and Management, S. Chand & Co. Ltd., New Delhi.

Paper IV: ENTREPRENEURIAL DEVELOPMENT

Objectives

- ✧ To impart knowledge on the entrepreneurial culture and its traits.
- ✧ To expose the various marketing channels for entrepreneurial development programmes.

Unit I

Entrepreneurial culture: Meaning – Entrepreneurial culture – Stages in the entrepreneurial process – Barriers to entrepreneurship – Socio-economic origins of entrepreneurship – Environmental factors affecting entrepreneurship – Entrepreneurial Structures – Characteristics of entrepreneurship – Conceptual model – Views of Schumpeter – Walker and Drucker – Theories of entrepreneurial origin – Intrapreneurs.

Unit II

Entrepreneurial traits and motivation: Entrepreneur and enterprise – Entrepreneurs and managers – Traits of a true entrepreneur – Types of entrepreneurs – Functions of an entrepreneur – Behavioural patterns of entrepreneurs – Motivating factors – Entrepreneurial ambitions – Compelling factors – Facilitating Factors.

Unit III

Sources of Project Finance: Sources of finance – Capital structure planning – Financial leverage – Cost of capital – Project finance – Term loans – Lease finance – Working capital – Sources of short term finance – Capitalization – Over and under capitalization – Overrun finance – Bridge finance – Venture capital.

Unit IV

Marketing Channels: Concept of marketing channel – Significance of channel – Need and functions – Channel design – Strategy and choice of channel – Selecting channel members – Setting quality standards – Recruitment strategies.

Unit V

Entrepreneurial Development Programmes: Concept of entrepreneurial development – Need for training and development – Phases of entrepreneurial development programme – Contents of training programme for ED – Target group – Special agencies and schemes – Institutions conducting EDPS – Problems in Institutional framework – Evaluating EDPS.

Text Book

1. Vasant Desai, 2007, Dynamics of Entrepreneurial Development, Mumbai, Himalaya Publishing House,

References

1. Gupta C.B. and Srinivasan N.P., 2000, *Entrepreneurial Development*, New Delhi Sultan Chand & Sons.
2. Saravanavel , 2000, *Entrepreneurial Development*, New Delhi Sultan Chand & Co.

Paper IV: PROJECT MANAGEMENT

Objectives

- ✧ To enable the students to have a detailed view about the project management.
- ✧ To expose the students to identify and formulate the various projects.

Unit I

Project Management: An overview – Introduction - Project defined – Distinctive characteristics of a project – Why study project management – Benefits of project management techniques – Is project management a boon or bane – Scope of project management – Project organization – A sextuplet process – Effective vs. ineffective project management – Characteristics of a project – Project vs. Functional management

Unit II

Identification and Formulation of Projects: Introduction – Project environment – few stimulating and contingent factors – New projects – Identification of investment opportunities – Project screening – A SWOT analysis – Typology of projects – Projects classified – A Microscopic view – Marketing intelligence – Basis for research

Unit III

Life – cycle Phases and Systems Approach of a Project: Life cycle theory – a general approach – Life – cycle phases of a project – Project management system and its subsystems – Phases vs. Stages

Unit IV

Pre – feasibility and Post – conception studies: Introduction – Elements of Pre – feasibility study – Objectives of a pre – feasibility study – Essential Factors Focused – Outline of a Pre – feasibility study – Pre – investment study – Support study – Pre – feasibility Vs Feasibility studies – Project Feasibility defined – Ten commandments of a feasibility report – Project selection – Salient features of a pre – feasibility report – Essentials of conducting feasibility studies – Selecting a location – Project selection criteria – Hierarchy of project selection – Comprehensive considerations – Power station – Detailed project report as submitted to the financial institutions – Contents of a DPR – Focus of a Summarized DPR

Unit V

Financial Appraisal: Project Appraisal vs. Evaluation – Essentials of Project Methodology – Financial Appraisal – Project Soundness – Methods of Evaluating Capital Projects – Scoring Factor Model – Fundamentals of managerial appraisal – Project Life – cycle and Decision making methodology – Project risks – Completion Risks – Permitting Risks – Price Risks – Resource Risks – Operating Risks – Casualty Risks – Technology Risks – Political Risks – Environmental Risks – Exchange Rate Risks – Interest Rate Risks – Insolvency Risks – Project Risks classified – Incorporating Risk Factors – Techniques of evaluation of project

Text Book

1. Kesava Rao. P.C., 1999, *Project Management and Control*, New Delhi, Sultan Chand & Sons.

References

1. Adams JR and others, 2000, *Managing by Project Management*, Ohio, Universal Technology Corporation.
2. Allan Webb, 2000, *Innovative Project Management*, London, Chapman & Hall.

Paper IV - FINANCIAL INSTITUTIONS AND MARKETS

Objectives

- ✧ To enlighten the students to the Indian financial system and its recent development.
- ✧ To enable the students to the various financial markets.

Unit I

Introduction – Nature and role of financial system – Financial system and financial markets – Financial system and economic development – Indian financial system – an overview.

Unit II

Insurance sector – Objectives – Role – Investment practices of LIC and GIC – Insurance Regulatory and Development Authority – Role and functions.

Unit III

Unit Trust of India – Objectives – Functions – Various schemes of UTI – Role of UTI in industrial finance.

Unit IV

Mutual Funds – Concept – Performance appraisal – regulation of mutual funds (with special reference to SEBI guidelines) – Designing and marketing of mutual funds schemes – Latest mutual fund schemes in India – an overview.

Unit V

Foreign Investments – Types – Trends – Implications – Regulatory framework for foreign investments in India.

Text Book

1. Avdhani, 1999, *Investment and Securities Markets in India*, Delhi, Himalaya Publications,

References

1. Bhole, L.M., 2000, *Financial Markets and Institutions*, Delhi, Tata McGraw Hill.
2. Varshney, P.N., 1999, *Indian Financial System*, New Delhi, Sultan Chand & Sons.
3. Srivastava R.M., 2001, *Management of Indian Financial Institution*, Mumbai Himalaya Publishing House.

Paper IV - FINANCIAL MANAGEMENT AND SERVICES

Objectives

- ✧ To provide a detailed insight into Financial Management and Global Finance.
- ✧ To expose the students to the contemporary theory and practice of Indian financial service sector.

Unit I

Financial Management in the Global context – The emerging challenges at Global level. Recent changes in global financial markets. Financial management- An overview – Meaning – Scope – goals – Basic considerations. Objectives of the firm and the impact of risk – The nature and measurement and exposure and risk – Exchange Rate, interest rate – Inflation rate and Exposure – ADR and GDR.

Unit II

Management of Working Capital – Meaning – significance and types of working capital – Calculating operating cycle period and estimation of working capital requirements – financing of working capital and norms of bank finance – Sources of working capital – Factoring services – Various committee reports on bank finance – Dimensions of working capital management.

Unit III

Management of cash, receivables and inventory.

Unit IV

Lease financing – Concepts and classifications, significance and limitations – Tax aspects of leasing – Funding aspects of leasing – Accounting and reporting – ICAI Guidelines. Hire-Purchase Financing and consumer credit – Conceptual frame work – Legal frame work – Taxation – Accounting and Reporting.

Unit V

Housing finance – NHB Directions – NHB Guidelines – Housing finance scheme – Funding of HFC's – Insurance Services – Insurance Policies – Malhotra Committee frame work – Management of Working Capital, Cash, receivables and Inventory Management.

Text Book

1. Meir Kohn, 1999, *Financial Markets and Institutions*, New Delhi, Tata McGraw Hill Co.
2. Khan M.Y, 2000, *Financial Services*, New Delhi Tata McGraw Hill Co.
3. Khan and Jain, 2001, *Financial Management*, New Delhi Tata McGraw Hill Co.

References

1. Richard A Brealey and Stewart C. Myers, 1999, *Principles of Corporate Finance*, New Delhi, Tata McGraw Hill Co., Ltd.
2. Prasanna Chandra, 2000 *Fundamental to Financial Management*, New Delhi, Tata McGraw Hill Ltd.
3. Apte P.G., 2000, *International Financial Market*, New Delhi, Tata McGraw Hill Ltd.

Paper IV - HUMAN RESOURCE MANAGEMENT

Objectives

- ✧ To enable the students to understand the important concepts of personnel management.
- ✧ To develop the students to be aware of the Human Resources

Unit I

Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

Unit II

Manpower Planning – Concept, organization and practices, manpower planning techniques – short term and long term planning.

Unit III

Recruitment and Selection Skill – Job analysis – Description – Job Specification – Selection Process – Tests and interviews – Placement and induction. Performance appraisal – purpose – Factors affecting performance appraisal – Counseling.

Unit IV

Training and development – Need and Importance – Assessment of training needs - Training and development and various categories of personnel – Career planning and development – Career counseling, promotions and transfers – Retirement and other separation processes.

Unit V

Wages and Salary administration – Developing a sound compensation structure – Regularity provisions – Incentives – Grievance handling and discipline – Developing grievance handling and discipline – Development grievance handling systems – collective bargaining – Managing conflicts.

Text Book

1. C.B. Memoria, 2000, *Personnel Management*, New Delhi, Himalaya Publications.

References

1. Edwin Flipp, 1999, *Personnel Management*, New Delhi, McGraw Hill Publications.
2. Davis & Newstrom, 2000, *Human Behaviour at Work*, New Delhi, McGraw Hill Publications.
3. Fred Luthans, 2000 *Organisational Behaviour*, New Delhi, McGraw Hill Publications.
4. Stephen P. Robins, 2001 *Organisational Behaviour*, New Delhi, Prentice Hall of India Ltd.

Paper IV - APPLIED INDUSTRIAL PSYCHOLOGY

Objectives

- ✧ To impart knowledge to the students on various methods of psychology.
- ✧ To develop the students to be aware of the developments in human beings.

Unit I

Examining the methods of psychology:- Views of psychology - sub specialties of psychology - methods – observation - case study - survey of experiment Perceiving - internal and external senses - perception and attention - factors affecting perception.

Unit II

Learning and changing behaviour:- Learning, classical conditioning, operant conditioning
Improving ability and skills- memory – forgetting - improving study methods – thinking - measuring talents and abilities.

Unit III

Developing:- Parenthood – babyhood – childhood – adulthood - death and dying
Understanding emotions- Emotions - types of emotions - emotional stress - emotions and cancer
Adjusting- adjustment - defence mechanism - measuring personality - adjustment problems - maintaining a healthy personality.

Unit IV

Getting help:- Self help, counseling others, professional help, community help programs
Using attitude theories- attitudes, forming attitudes, influencing attitudes, changing attitudes.

Unit V

Working with Groups:- Groups - nature of groups - group productivity – leadership - the pros and cons of groups
Planning careers - choosing a career - applying for jobs - job satisfaction - changing careers - un-employment and leisure.

Text Book

1. Chellew, 2000, *Human & industrial efficiency*, New Delhi, University Press

References

1. Mahotra, 1999, *Industrial Relation*, New Delhi, Jai Prakas Nathan & Co
2. Shadwell, 2000, *Industrial Efficiency*, New Delhi, JJ Publications
3. Ghosh, 2001, *Industrial Psychology*, New Delhi, Himalaya Publications
4. Harrell, 2001, *Industrial Psychology*, New Delhi, Oxford & IBH

Paper IV- MARKETING MANAGEMENT

Objectives

- ✧ To give basic knowledge on concepts of marketing management.
- ✧ To provide knowledge on the new developments in marketing.

Unit I

Marketing – meaning – functions of marketing – Marketing Mix – Market Segmentation – Agricultural marketing, features, problems.

Unit II

Product – meaning – features – classification – new product planning and development – Product Mix – Product Life cycle. Branding, Brand loyalty and equity, Packaging, ISO series and Agmark.

Unit III

Pricing – meaning – Objectives – Factor affecting pricing – methods and types of pricing.

Unit IV

Promotion – Meaning – Need – Promotion mix, Personal Selling – Meaning – Advantages- Limitations.

Unit V

Customer Relationship Management – Service Marketing Applications – Marketing – retention strategies of some special fund and non – fund based financial services – leasing and hire purchase services – consumer finance, insurance and factoring – Mutual funds and credit cards.

Text Book

1. R.S.N. Pillai & Bagavathi, 2000, *Modern Marketing*, New Delhi, S.Chand & Co.

References

1. Rajan Nair.N., Sanjith R. Nair, 2000, *Marketing*, Sultan Chand & Sons, New Delhi.
2. Philip Kotler, 2001, *Marketing Management*, New Delhi ,Prentice Hall of India Ltd.
3. Stanton William, J.S. and Charles Futrell, 1998, *Fundamentals of Marketing*, New Delhi, McGraw Hill Book & Co.
4. Monga & Shalini Anand, 2000, *Marketing Management*, New Delhi, Deep & Deep publications.

Paper IV- WAGES AND SALARY ADMINISTRATION

Objectives

- ✧ To understand the basic concept of wages and its payments.
- ✧ To expose the students to the wage policy act.

Unit I

Wages – an overview- multi-dimensional approach, wage issues, wage problems, wage administration, wage criteria – wage concepts and theories – minimum wages, fair wage, living wage, money and real wages – wage theories- subsistence theory, wage fund theory, marginal productivity theory, the residual claimant theory, bargaining theory, employment theory.

Unit II

Wage payments- meaning, types- time rate system, payment by result system, piece – rate system, balance or debt system, incentive rate system, and job evaluation system. Wage incentives- the Halsey system, the Rowan system, the Bedaux point system, the Taylor differential piece-rate system, premium and task bonus system, the profit sharing system.

Unit III

Wage differentials- types- occupational wage differential, skill differential, inter-industry wage differentials, sex differentials, sector differentials. Wage structure- definition, basic wage, dearness allowance- types of dearness allowance, fringe benefits.

Unit IV

Wage fixation- collective bargaining, statutory wage fixation- wage boards, pay commissions- adjudication- wage fixation in public sector.

Unit V

Wage legislation- payments of wage Act 1936, features- the minimum wages Act 1948- the payment of bonus Act 1965- equal remuneration Act 1976- wage policies- objectives, need, formulation of wage policy in India, policy in the post-independence period- recommendations on wage policy.

Text Book

1. Sarma A.M. 1999, *Understanding Wage System*, Himalaya Publishing House, New Delhi.

Reference Book

1. Prasad, N.K., 2000, *Principles and Practice of Cost Accounting*, New Delhi, S. Chand & Company.
2. Jain S.P., and Narang K.L., 2000, *Cost Accounting*, Kalyani publishers, New Delhi.
3. Alka Guptha, 2000, *Wages and Salary Administration in India*, New Delhi, Anmoe Publications Pvt Ltd.

Paper IV- EXPORT MANAGEMENT

Objectives

- ✧ To impart knowledge on the trends in export and the direction towards which it moves.
- ✧ To give clear insight about the export procedures and implications on fluctuations in foreign exchange.

Unit I

Export Management – Meaning – Definitions – Characteristics – Present & Future Trends – Export Management and Export Marketing - its functions – Export Organisations – Types – Principles and Activities.

Unit II

WTO Agreements – Advantages – Dis advantages – Export oriented financial institutions – Banking System – its role in export Development – MFA – opportunities and threats.

Unit III

Export from India - Products and Services in which India has an edge – Major importing countries.

Unit IV

Export Documentations and Procedures – Meaning – Definition – Types of Export Documents – Significance – Stages involved in receiving the payments of exports – Banking procedure in negotiation – Shipping Bill – Bill of Lading – Mate's Receipts.

Unit V

Export Financing – Terms of Payments – Sources of Finance – Export Credit needs – Payment of Documentary Credit – Letter of Credit – Types – Transferable Credit – Impact of Fluctuations in Foreign Exchange Market – Exchange Control – Objectives – Characteristics – Methods – Advantages & Disadvantages.

Text Book

1. Kumar N & Mittal R., 2002, *Export Management*, New Delhi, Anmol Publications (P) Ltd.

References

1. Singh M K & Ananth Mahadevan, 2000, *Export Management*, New Delhi, Discovery Publishing House.
2. Singh M K & Narayanan B, 2000, *Export Management*, New Delhi, Anmol Publications (P) Ltd.

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