

SCHEME OF EXAMINATIONS
AND
COURSE CURRICULUM
FOR
MASTER OF PHILOSOPHY
IN
COMMERCE

(W.e.f. Session: 2014-15)

DEPARTMENT OF
COMMERCE

Chaudhary Devi Lal University, Sirsa

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Examinations Scheme and instructions for M. Phil. Course Work

M. Phil. Course work is the duration of two semesters.

Instructions for examinations and students for examinations

Note: Question paper will be divided into three sections.

Section-A (16 Marks) will be consist of eight questions having two marks each. Candidates will be required to attempt all the parts. Answer of any part should not exceed half page.

Section-B (40 Marks) will be consisting of eight questions. Candidates will be required to attempt any five questions each question carry eight marks. Answer to any of the questions should not exceed four pages.

Section-C (24 Marks) will be consisting of four questions. Candidates will be required to attempt any two questions, each question carry twelve marks.

Answers to any questions shouls not exceed six pages.

Course Code	Course Title	External Marks	Internal Marks	Total Marks
MPCC 101	RESEARCH METHODOLOGY	80	20	100
Optional (student can choose one out of three subjects)				
MPCO 102	ACCOUNTING AND FINANCE	80	20	100
MPCO 103	CONTEMPORARY MARKETING	80	20	100
MPCO 104	HUMAN RESOURCE MANAGEMENT	80	20	100
Semester-II				
MPCC 201	ADVANCED DATA ANALYSIS	80	20	100
MPCC 202	REPORT WRITING	80	20	100
MPCC 203	DISSERTATION	GRADE		

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MPCC-101: RESEARCH METHODOLOGY

Time: Three Hours

Total Marks: 100
External Marks: 80
Internal Marks: 20

Course Objective: The objective of this course is to provide a profound understanding of basics of research orientation, problems and techniques.

Course Contents:

Research: Meaning, nature and scope of research, characteristics and prerequisites of good research, Steps in research process, Ethics in Business Research.

Research Problem: Meaning of Research Problem, Sources of Research Problem, Criteria /Characteristics of a Good Research Problem, Errors in selecting a Research Problem.

Developing a Research Proposal: Format of Research Proposal, Individual Research Proposal and Institutional Research Proposal.

Types of Research Design: Basic Concepts in Research Design. Descriptive. Exploratory and Experimental. Research Design, Qualitative Research, Observation Studies, Survey and Experiments.

Sampling: Sample and Census Study, Methods of Sampling, Characteristics of a good Sample. Sampling and Non-sampling Errors, Determination of Sample Size, Scaling and Measurement Techniques.

Tools and Techniques of Data Collection: Checklist, Observation, Opinionnaire, Interview, Sociometric Techniques, Questionnaire, Schedule, Rating Scales, Reliability and Validity of various Tools and Techniques. Data Editing, Coding and Tabulation, Data Analysis and Interpretation of Results.

Report Preparation and Presentation: Format of the Research Report, Style of writing the Report, References and Bibliography. Preparation of Report

Suggested Readings

1. Saunders (2005). *Research Methods for Business Students*. New Delhi: Pearson India.
2. Cooper and Schindler (2007). *Business Research Methods*. New Delhi: TMG.
3. Gaur and Gaur (2007). *Statistical Methods for Practice and Research*. New Delhi: Sage Publication.
4. Johnson and Clarke (2007). *Business and Management Research Methodology*. New Delhi: Sage Publication.
5. Smith, Malcom (2007). *Research Methods in Accounting*. New Delhi: Sage Publication.
6. Smith and Album (2007). *Fundamental of Marketing Research*. New Delhi: Sage Publication.
7. Smith, Thorpe and Lowe (2007). *Management Research*. New Delhi: Sage Publication.
8. Creswell, J. W. (2007). *Research Design*. New Delhi: Sage Publication.

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Time: Three Hours

MPCO 102: ACCOUNTING AND FINANCE

Total Marks: 100
External Marks: 80
Internal Marks: 20

Course objective: The objective of this course is to profound understanding of basics of contemporary accounting and finance concepts.

Course contents:

Accounting: Conceptual framework of financial accounting and reporting, Generally Accepted Accounting Principles (GAAP), Income and Balance sheet concept for financial reporting, GAAP & IFRS, Accounting Standards in India Procedure for issue, compliance, and status.

Derivatives: Forward and Future markets: commodity future, individual equity future, Stock index future, currency future, Risk Management using futures and forwards. Option markets: Call and put option payoffs, option based investment strategies.

Financial Markets: Major segments of financial markets: Money Market, Capital Market, Foreign Exchange market and Govt. Security market, Money market: Call money market; Bill market, Repo market, Treasury Bill, Commercial Paper, Certificate of Deposits, Capital market: Primary and Secondary Market.

Econometrics of Financial Markets: Efficient market hypothesis, Capital asset pricing model, Multi factor asset pricing model, Recent empirical evidences of Indian capital market research.

Suggested readings:

1. Arulanandam & Raman: *Advanced Accounting*, New Delhi: Himalaya Publication.
2. Gupta, R L & Radhaswamy, M. *Advanced Accounting*, New Delhi: S. Chand.
3. Khan, M.Y. (2005). *Indian Financial System*, New Delhi: Tata McGraw.
4. Bhole, L.M. (2005). *Indian Financial System*, New Delhi: Tata McGraw Hill.
5. Fabozzi & Modigliani (2008). *Capital markets: Institutions and Instrument*, New Delhi: Prentice Hall of India.
6. Russell, J. F. (2000). *Modern Investment & Security Analysis*, Mc-Graw Hill, International Edition.
7. Sharoc & Bailey, Alexander (1999). *Investment*, Eastern Economy Edition.
8. Jordan & Fischer (2007). *Security Analysis & Portfolio Management*, New Delhi: Prentice Hall India.
9. Gupta, S.K. (2010). *Financial Institutions and Markets*, New Delhi: Kalyani Publications.

Note: Question paper will be divided into three sections. Section A (16 marks) will consist of eight questions having two marks each. Candidates will be required to attempt all the parts. Answer to any part should not exceed half page. Section B (40 marks) will consist of eight questions. Candidates will be required to attempt any five questions, each question carrying eight marks. Answer to any of the questions should not exceed four pages. Section C (24 marks) will consist of four questions. Candidates will be required to attempt two questions, each question carrying twelve marks. Answer to any questions should not exceed six pages.

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MPCO 103: CONTEMPORARY MARKETING

Time: Three Hours

Total Marks: 100
External Marks: 80
Internal Marks: 20

Course objective: The course aims to develop understanding of the marketing functions and strategies.

Course contents

Marketing: Origin and Development, Nature of marketing, Development in marketing theories. **Marketing Environment:** Economic, Demographic, Social, Cultural, Technical, Political and Regulatory Buying Behaviour; SWOT Analysis; Marketing Mix: 4 P's and 3 C's, Marketing Strategies in different types of Market Structure.

Product Management: Product - Meaning and Classifications, New Product Development, Managing Product Life Cycles, Branding; Relationship Marketing and CRM; Service Marketing; Industrial Marketing

Pricing, Distribution and Promotion: Pricing- Influencing factors, Approaches, Strategies and Programmes, Channels of Distribution and Logistics, Promotion Strategies - Advertising, Personal Selling, Sales Promotion, Direct Marketing and Public Relations; Selling Techniques; Integrated Marketing Communication.

Emerging Issues in Marketing: Green Marketing; Event Marketing; E-Marketing; Network Marketing; Database Marketing, Non-Profit Marketing; International Marketing; Growing dependence on Celebrity Endorsement; Issues related with Media Management; Ethics in Marketing and Advertising.

Suggested Readings

1. Kotler, Keller, Koshy & Jha, *Marketing Management: A South Asian Perspective*. New Delhi: Pearson Education.
2. Stone, Marilyn A & John Desmond (2007). *Fundamentals of Marketing*. UK: Rutledge.
3. Kumar and Minakshi (2007). *Marketing Management*. New Delhi: Vikas Publishing House.
4. Kurtz, *Principles of Marketing*. New Delhi: Cengage Learning India Pvt. Ltd.
5. Zikmund d' Amico, *Marketing*. New Delhi: Abe Books.

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MPCO 104: HUMAN RESOURCE MANAGEMENT

Time: Three Hours

Total Marks: 100
External Marks: 80
Internal Marks: 20

Course objective: to give a theoretical exposure to the students with regard to human resource management and industrial relations.

Course contents:

Introduction: human resource management (HRM) – Concepts and functions, HR Planning job analysis and design, Job descriptions and Job specifications, Role of HR manager, HR Information System, Contemporary global trend and challenges.

HRM Functions: Recruitment, Selection, Induction and Placement, Training and development- Distinction, Identification of Training need, Training methods- Simulation and Vestibule. Employee discipline, Suspension, Dismissal and Retrenchment.

Compensation & Appraisal: Compensation and rewards, Factors influencing Compensation- Monetary & Non monetary benefits, Social security – Sinking concept of pension, Performance Appraisal- Need, Methods and techniques. 360 degree appraisal, Graphic rating Scale, ranking method, Behavior Observation Scale, Performance Review.

Suggested Readings:

1. Dessler, Gary (2008). *Human Resource Management*. New Delhi: PHI.
2. Mathis & Jackson (2007). *Human Resource Management*. Thomson Southwestern, Book Publishers.
3. Snell & Bohlander (2007). *Human Resource Management*. Thomson Southwestern, Book Publishers.
4. Flippo, Edwin B (1989). *Personnel Management*. Tokyo: McGraw Hill.
5. Pattanayak, B. (2008). *Human Resource Management*. New Delhi: PHI.
6. Venkataratnan (2004). *Personnel Management & Human Resource*. New Delhi: Tata McGraw Hill.
7. Memoria & Gankar (2004). *Personnel Management: Text & Cases* (Himalaya Publications).
8. Monappa & Mirza (2001). *Personnel Management*. New Delhi: Tata McGraw Hill.

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MPCC-201: ADVANCED DATA ANALYSIS

Time: Three Hours

Total Marks: 100
External Marks: 80
Internal Marks: 20

Course Objective: The objective of this course is to make an understanding of application of statistical tools in research.

Course Contents:

Descriptive Statistics: A brief overview of Average, Dispersion, Skewness and Kurtosis.

Correlation and Regression Analysis: Bivariate and Multivariate Correlation and Regression.

Testing of Hypothesis and Statistical Inference: Steps in Testing Procedure, Types-I Error, Type-II Error, One-Tailed Test and Two-Tailed Test and Power of Test, Sampling Distribution of Mean and Proportion, Center Limit Theorem. Statistical Estimation: Point Estimation and Interval Estimation.

Parametric Tests: t-test for one and two sample means, Z test for one and two sample means, F test for two variances, Analysis of Variance (ANCOVA, MANCOVA, ANOVA and MANOVA).

Non-Parametric Tests: Chi-square test, Wilcoxon Signed Rank Sum test, Median test, Mann-Whitney U test, Kolmogorov-Smirnov two sample tests, Run test, Kruskal-Wallis test, Friedman test for related samples.

Multivariate Analysis: Factor Analysis, Cluster Analysis, Discriminant Analysis; Multidimensional Scaling and Conjoint Analysis, Structural Equation Modeling and Path Analysis. Use of Software Package-Microsoft Excel and SPSS in Research.

Suggested Readings:

1. Hooda, R. P. (2010). *Statistics for Business and Economics*. New Delhi: Macmillan India Ltd.
2. Gupta, S. P. (2007). *Statistical Methods*. New Delhi: Sultan Chand and Sons.
3. Hein/Kohler (2005). *Statistics for Business & Economics*. New York: Harper Collins.
4. Hein, L.W. (2007). *Quantitative Approach to Managerial Decisions*. New Delhi: Prentice Hall of India.
5. Lawrence B. M. (2009). *Statistics for Business and Economics*. New York: Harper Collins.
6. Levin, R. and David S. R. (2007). *Statistics for Management*. New Delhi: Prentice Hall.
7. Malhotra, N.K. and Dash, S. (2011). *Marketing Research- An Applied Orientation*. (6th Ed.), New Delhi: Pearson Publication.

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MPCC-202: Report Writing

Time: Three Hours

Total Marks: 100
External Marks: 80
Internal Marks: 20

Course Objective: The objective of this course is to insightful understanding of basics of report writing and its techniques.

Course Contents:

Introduction and overview of business report writing, Collecting information, assessing relevance. The writing process, Main steps in writing a research report. Planning and Organization a research report. Using graphs and statistics, Interpreting graphs, Transferring information from text to diagram, Referencing illustrations and representing numbers, Writing about graphs and numbers, Styles of referencing and bibliography. Presenting findings, Organization style, Ordering and reclassifying, Personal and impersonal styles, Paragraphing, Reports speech, Reporting information. Conducting and recommending, Linking findings, conclusions and recommendations: Interpreting findings, Writings recommendations, Summarizing and extracting main points; descriptive and evaluative summarizing, Classifying information; simplifying and writing a summary.

Suggested Readings:

1. Cooper & Schindler (2007). *Business Research Methods*. New Delhi: Tata McGraw Hill.
2. Gaur & Gaur.(2007). *Statistical Methods for Practice and Research*. New Delhi: Sage Publication.
3. Johnson & Clarke (2007). *Business and Management Research Methodology*. New Delhi: Sage Publication.
4. Saunders (2005). *Research Methods for Business Students*. New Delhi: Pearson India.
5. Smithy, Malcom (2007). *Research Methods in Accounting*. New Delhi: Sage Publication.

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