## M. Phil. Commerce and Management (Part – Time)

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<th>Code No.</th>
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<td>18COM701</td>
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### ELECTIVES

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<tbody>
<tr>
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### Detailed Syllabus

#### 18COM701 RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS 3 1 0 4

**Unit I**

**Unit – II**

**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
Note: Theory 60% and Problem 40%

TEXT BOOKS RECOMMENDED:
1. Research Methodology – Dr. P. Ravilochanan – Margham Publications, Chennai
4. Thesis and assignment writing by Anderson J. Berry. H.D. & Poole, M.

18COM702 ADVANCED STUDIES IN COMMERCE (THEORY ONLY) 3 1 0 4

Unit I: Financial Management

Unit II: Human Resources Management

Unit III: Marketing Management

Unit IV: Financial Markets

Unit V: Co-operative Management

TEXT BOOKS RECOMMENDED:
1. S.N. Maheswari, Financial Management, Sultan Chand
2. Dwivedi R.S., Human Behaviour and Organisational& IBH
4. R.S.N. Pillai and Pagavathy, Modern Marketing S –Chand sons
5. V.A. Avodhani, Marketing of Financial Services

**18COM731**  
**INDIAN FINANCIAL SYSTEM**  
**3 1 0 4**

**Unit I**  

**Unit II**  

**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 BOOKS RECOMMENDED:**

**18COM732**  
**ENTREPRENEURSHIP**  
**3 1 0 4**

**Unit I**  

**Unit II**

Unit III

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 BOOKS RECOMMENDED:

18COM733 FINANCIAL MANAGEMENT 3104

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
UNIT – V

TEXT BOOKS RECOMMENDED:

18COM734  HUMAN RESOURCE MANAGEMENT  3 1 0 4

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

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

TEXT BOOKS RECOMMENDED:
18COM735 International Business 3 1 0 4

Unit- I

Unit- II

Unit- III

Unit- IV

Unit- V

TEXT BOOKS RECOMMENDED:
3) Kings International Business by Devendra Thakur, Kings Books, Delhi.
4) International Business by Rakesh Mohan Joshi, Oxford Publication.
5) International Marketing by sakOnkvisit and John J. Shaw Prentice Hall, New Delhi.

18COM736 Marketing Management 3 1 0 4

Unit-I
Basics of Marketing: Definition of Marketing, and Marketing Management; Nature and scope of marketing; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Sales planning and control, sales forecasting and policy making.
Unit-II
Buying behaviour: Need for studying consumer behaviour, consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behaviour, the Nicosia model, the Engel-Kollat – Blackwell model; Consumer behaviour and perception, learning, personality, attitude, motivation; Social influence on consumer buying behaviour – groups, types of groups relevant to consumer behaviour; Industrial buying behaviour.

Unit-III
Marketing Segmentation and Marketing Strategies – segmentation basis, selection of segments, segmentation strategies, targeting and positioning; Marketing mix for product and services; 5 M’s of Advertising, 6 C’s of Distribution Channel; Marketing information system; Marketing strategy: product life cycle strategies, new product development and strategies.

Unit IV
Physical Distribution – Channels of Distribution – Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.

Unit V
Marketing research: application of marketing research, research process, research design, research tools, research analysis – factor analysis, cluster analysis, conjoint analysis, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research.

TEXT BOOKS RECOMMENDED:
1. Philip Kotler, ‘Marketing Management (Analysis, Planning, Implementation and Control)’, PHI

18COM737 RURAL DEVELOPMENT AND MANAGEMENT  3 1 0  4
Objectives: Rural development and management focuses on improving the standard of life of rural people who are deprived from basic facilities. The students are expected to gain comprehensive
understanding regarding managing the rural resources effectively through rural development programmes that may profit rural livelihood.

UNIT 1
Rural Development Concepts and Dimensions, Indian rural economic scenario, Indian rural social scene.

UNIT 2
Rural industrialization and entrepreneurship, rural development institutions, Social research and computer applications for rural development.

UNIT 3
Natural resource management of land, water and agriculture, Human resource development in rural sector.

UNIT 4
Micro finance, Self-help groups and Women empowerment, Rural credit and marketing, Actions for rural development.

UNIT 5
Rural project planning and management, Tribal development program, Medicinal plants program.

Text Books
2. B.S. Bhatia, G.S. Batra - Rural Development Management
3. KB Gupta, Faizia Siddiqui Rural Management

Reference Texts
1. G Ramesh and S Nakkiran Research Methods in Rural Development
2. G Sreedhar and D Rajashekkar Rural development in India

18COM738 INNOVATIONS IN BANKING AND INSURANCE 3 1 0 4

Objectives: To provide students a clear view of the service availability of banks and insurance sector in our country. Also aims to provide much better understanding and knowledge of banks as a field of investment which may cover every aspect of life by highlighting the various banking products and services under the banking and insurance sector.
Unit 1
New Financial services provided by banks: investment portfolio management services, advice on money management, tax services.

Unit 2
Electronic Payment systems (Indian- NEFT, RTGS, International – SWIFT) Debit Cards and Credit Cards – Concept and Process. E-Banking

Unit 3
Insurance- Concept, functions, Types (Life and General), New Insurance Products, Bank Assurance- Privatization of Insurance Business in India - Banking and Insurance Regulation

Unit 4
Integration of third party and Re-insurance, Co-existence of Banking and Insurance – their problems - Insurance as a cover to Banking risks-Types of Risks, (systematic and unsystematic)

Unit 5:
Self-Regulation and Installation of Corporate Governance. Future strategies for promoting insurance in India. Implications for Risk Management, Derivatives in Banking.

Text Books for Reference:
6. Risk Management in Banks – Institute of Bank Management and Research

18COM739 FINANCIAL SERVICES 3 1 0 4

Objectives: The primary objective is to help students to understand financial services as the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, and credit-card companies.
Unit I
Introduction to financial services: Meaning, features, classification, scope, fund based activities, non fund based activities, modern activities. New financial products and services, innovative financial instruments, present scenario and challenges facing in the financial service sector.

Unit II
Merchant Banking : Role of Merchant Banker –Services, qualities of Merchant Bankers in India –Scope of Merchant Bankers in India, Progress of Merchant banking in India.

Unit III
Hire purchase and leasing: Meaning, Features. Legal positions – hirepurchase and leasing origin and development – banks and hire purchase business- types of leasing, advantages and disadvantages, treatment of lease, structure of leasing industry.

Unit IV
Factoring and forfaiting: meaning, functions, types of factoring, benefits, factoring in India, international factoring. forfaiting meaning, features, factoring Vs forfaiting, pricing of factoring services, forfaiting in India.

Unit V
Securitisation of debt and derivatives: Meaning, securitization Vs factoring, structures, securitisable assets, benefits of securitization, new guidelines of securitization, future prospects.
Derivatives: meaning, kinds of financial derivatives, recent development of derivatives in India.

References:
2. Financial services in India, G. Ramesh Babu.
3. G. Ramesh Babu, Management of Financial Institutions in India