



ALAGAPPA UNIVERSITY



(A State University Established in 1985)

Karaikudi - 630003. Tamil Nadu, India



FACULTY OF MANAGEMENT DEPARTMENT OF COMMERCE



M.Phil., COMMERCE

REGULATIONS AND SYLLABUS

(For the candidates admitted from the
Academic Year 2022 - 2023)

**DEPARTMENT OF COMMERCE
M.PHIL. COMMERCE**

REGULATIONS AND SYLLABUS

[For the candidates admitted from the Academic Year 2022 – 2023 onwards]



ALAGAPPA UNIVERSITY

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle
and Graded as Category-I University by MHRD-UGC)

Karaikudi - 630003, Tamil Nadu

DEPARTMENT OF COMMERCE
ALAGAPPA UNIVERSITY, KARAIKUDI
(Re-accredited with 'A+' Grade by NAAC with a CGPA of 3.64 out of 4)
MASTER OF PHILOSOPHY IN COMMERCE

Programme General Objectives

The general objective of M.Phil programme is to impart professional skills needed to students for undertaking trade and commerce related activities. The curriculum is designed to help students to learn Research knowledge in all walks of their life. The curriculum serves as a foundation to students for their research programmes in future.

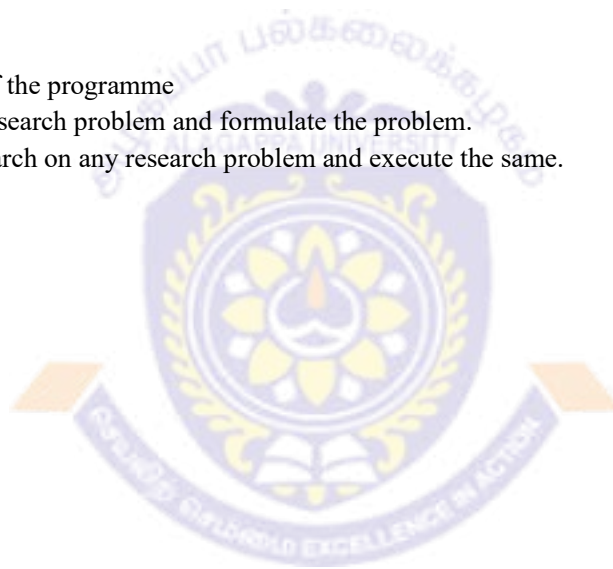
Programme Specific Objectives

1. To teach the principles and practices of marketing, finance, human resources and entrepreneurship.
2. To provide Research knowledge.
3. To impart professional competency skills and computing skills to students.
4. To make students acquaint with recent developments in Indian economy through special lectures, international conferences, case analysis and group discussions.

Programme Outcome

On successful completion of the programme

1. Choose an appropriate research problem and formulate the problem.
2. Present a design for research on any research problem and execute the same.



ALAGAPPA UNIVERSITY, KARAIKUDI - 4
M.Phil. (Commerce) Program (FULL-TIME)
(Under Choice-Based Credit System)
REGULATIONS, CURRICULUM AND SYLLABI

(With effect from the Academic Year 2022-23 or later as decided by the University authorities)

1. Duration and Pattern

The M.Phil (Commerce) Program is of one year duration, offered under Semester Pattern, with two Semesters in the year.

2. Medium of Instruction: English only

3. Eligibility

A candidate with Postgraduate degree in Commerce, International Business, Business Administration, Bank Management, Corporate Secretaryship, Insurance Management, Economics, Agriculture Economics, Cooperation, Foreign Trade or any related discipline are eligible to apply.

The minimum eligibility criterion for marks in PG degree is:

- 50% of marks for SC/ ST/ Physically or Visually challenged candidates
- 55% of marks for all others

4. Mode of Selection (Subject to variation)

An eligible candidate must take up the Entrance Examination conducted commonly for all candidates by the University.

The question paper patterned on Multiple Choice Objective Type has both common part comprising Test of Language Skills, Test of Quantitative Aptitude, etc.

Ranking of candidates is based on the marks obtained in the Entrance Examination and the Qualifying PG degree marks with 50:50 weight. Provisional selection is done adopting community quota as per guidelines of the State Government.

5. Course of Study

The M.Phil (Commerce) Program comprises of two parts. Part – I comprises Papers I, II & III that are common for all candidates doing M.Phil in the School of Management and Paper – IV which is specialization paper of the respective discipline. Part – II comprises of the Dissertation and Viva-Voce. The dissertation shall relate to Indian/ Global perspectives/issues in various functional areas of Commerce.

6. Scheme of Examinations

Course Code	Course/Title	Credit	Marks		
			Internal	External	Total
I SEMESTER					
661101	Methodology of Business Research	4	25	75	100
661102	Techniques of Business Research	4	25	75	100
661103	Professional Competency Development*	4	25	75	100
Total		12	125	175	300
II SEMESTER					
661201	Research for Business Decisions	4	25	75	100
661999	Dissertation 150 & Viva-Voce 50	8	50	100 (100+50)	200
Total		12	-		300
Grand Total		24	-		600

[The Third Course involves rigorous Continuous Internal Assessment (CIA) with 75 marks and the End-Semester Exam (ESE) comprising of Comprehensive Viva-Voce carrying 25 marks. The CIA would include, besides those prescribed for other courses, Periodical Competency Revelation Presentations to enhance the Competencies on General Awareness, Computer and Internet, Classroom Communication and Pedagogical Skills. A candidate must secure a minimum of 30 marks in the CIA and 10 marks in the ESE Viva-Voce and put together a total of 50 marks out of 100 marks to get a pass. For this paper there is no University written examination, but only the assessment based on Viva – Voce. The Viva-Voce will be conducted by a Panel of three members comprising the Head of the Department, One External Examiner and the Faculty in-charge.]*

7. Credits:

Each student should earn 24 credits to complete the program.

8. Attendance

A student must earn a minimum of 75% attendance to become eligible to take the ESE in a course. However, condoning of shortage of attendance for those with earned attendance ranging between 70% and 75% will be granted on specific request. For those with earned attendance ranging between 60% and 70%, condoning is granted on genuine medical grounds supported by valid documentary evidence. A fee for condoning is to be paid. Those with earned attendance less than 60% cannot sit for the ESC examination and they have to redo the course/courses.

9. Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course(s) at a later semester, paying the prescribed fees for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HoD on or before 5th June (for redoing of Odd Semester Courses) or 5th November (for redoing Even Semester Courses) every year.

10. No Repeating or Reappearing a course

No student will be permitted to repeat a course or reappear for a CIA test or an ESE **just for improvement of Grade Points**. A student who has failed in CIA/ESE need take CIA/ ESE in that course(s) when it is next offered. Such students need to pay the prescribed fee.

11. Break of Study

A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at the least two semesters of study. For availing break of study, a student has to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee entertained. Unauthorized break of study will not be permitted under any circumstances. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

12. Assessment

Assessment of the students will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75 (As Advised by the TANSICHE).

a. Continuous Internal Assessment (CIA): The CIA marks shall be awarded based on the following:

Assessment components	Courses I, II & IV	Course III
Scores of two internal tests	15 Marks	30 Marks
Seminar/ Assignment/ Quiz/Class Works	10 Marks	20 Marks
Competency Revelation Presentations	--	25 Marks
Total	25 Marks	75 Marks

b. End Semester Examination (ESE): The ESE will consist of a written examination of three hours duration reckoned for Courses, I, II and IV for a maximum **75 marks**. The answer papers shall be evaluated by two examiners- Internal and External.

13. Pattern of Question Paper

Section	No. of Questions to be Asked	No. of Questions to be Answered	Marks per Question	Total Marks
I	7	7	3	21
II	6	4	6	24
III	2 (Either Or type)	2	10	20
IV	1 Case Study	1	10	10
Total				75

For Research Methodology Techniques, 2/3 of the question paper shall be problem-solving questions. For Specialization papers there could be problem solving questions as well as applicable.

c. Research Guide: Each candidate will be allotted a Research Guide from among the Faculty Members of the Department by the Department concerned.

d. Submission of Dissertation: A candidate has to prepare and submit a scholarly dissertation by the end of the Second Semester on a socially and economically relevant research problem, pertaining to his discipline and specialization, under the guidance of a Research Guide. The Research Work must be original and independent one of the candidate and the same has to be supported by a declaration, in the format prescribed by the University, by the candidate and duly certified by the Research Guide. There should not be any plagiarism. Two copies of the dissertation must be submitted by a candidate to the Head of the Department, duly signed by the Research Guide.

e. Evaluation of Dissertation: The dissertation shall be evaluated by two examiners, of whom one will be the Research Guide and the other appointed by the University from a panel submitted by the Head of the Department. The Dissertation carries 150 marks.

f. Viva Voce: Candidates whose dissertations are approved by the examiners securing, at least the minimum pass marks, will be called for the Viva Voce. The Board of Viva Voce shall comprise the Research Guide, the Head of the Department/ a Senior faculty member of the Department. The Viva Voce carries 50 marks

14. Time Extension for Submission of Dissertation: Extension for submission of dissertation shall be granted as per the University norms and conditions.

15. Passing Minimum Marks: The minimum marks for pass in the CIA and ESE shall be 40%, in each, but an aggregate minimum of 50% marks putting together the Continuous Internal Assessment marks and University End Semester Examination marks is needed for a pass. A candidate should have secured 50% in Dissertation and 50% in the Viva Voce to get a pass.

16. Classification of Candidates

If a candidate secures 60% and above in both Part I and Part II put together, he/she is deemed to have passed in First Class.

If a candidate secures 50% and above but less than 60% in both the parts put together, he/she is deemed to have passed in Second Class.

If a candidate secures less than 50% in both the parts put together, he/she is deemed to have failed.

17. Grading of the Courses

The following table gives the marks, Grade points, Letter Grades and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper / Course)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good
60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- a) Successful candidates passing the examinations and earning GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have Average (B).
- g) Candidates earning GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- h) Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by **Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)**. These two are calculated by the following formulae

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

GPA = Sum of the multiplication of Grade Points by the credits of the courses
Sum of the credits of the courses in a Semester

18. Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
- Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B), those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in Second Class.
- Candidates those who earned CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = Sum of the multiplication of Grade Points by the credits of the entire Programme
Sum of the credits of the courses for the entire Programme

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.

19. Reappearance by Failed Candidates: A candidate who fails in any course / courses may appear for the examination again in that course / courses as per University rules.

20. Completion of the Program: A candidate has to complete the program within 3 years from the completion of the duration of program, failing which the candidate's registration will stand automatically cancelled and the candidate has to register afresh, the candidate wants to pursue the program.

21. Award of the M.Phil Degree: A student will be declared to be eligible for the award of a Degree if he/she has:

Registered for and undergone all the courses under the different parts of the curriculum of his/her program.

There are no dues to the University, Hostel, NSS, Library Clubs, Associations etc from the candidate. and

No disciplinary action is pending against him/her.

22. Other Regulations: Besides the above, the common regulations of the University shall also be applicable to this program



Semester - I		
Course Code : 661101	Methodology of Business Research	4 Credits
Objectives	<ol style="list-style-type: none"> 1. To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future. 2. To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further 3. To develop measurement tools for attitudinal/ behavioral or social/ economic /business / economic phenomena relevant to the research problem 4. To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem 5. To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis 6. To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading 7. To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future. 	
Unit - I	Business Research - Meaning - Purpose - Types of Business Research - Explorative and Experimental studies- Case study - Survey research- Significance of Research in Business Sciences- Ethics in business research- Steps in Research – Research Reconnaissance- Search and Review of Literature: Nature and Purpose - Identification, Selection and Formulation of Research Problem - Research Questions - Research Design - Hypothesis: Concept, Sources and Types- Formulation of Testable Hypotheses	
Unit - II	Measurement in Research - Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales- From paired ordinal comparison developing Ratio scale- Important Scale construction techniques- Semantic Differential Scale construction - Construction of Likert's Summated scale - Tests of sound measurement- Validity and its types- Reliability and measures thereof- Universality- Practicability, etc - Sources of errors in measurement and measures of control over them.	
Unit - III	Sampling – Principles of Sampling Theory -Types of Sampling -Probability and Non-probability sampling - Steps in Sampling - Determinants of sample size - Estimation of Sample size given certain criteria and goals- Sampling and non-sampling Errors – Measures and control.	
Unit - IV	Collection and Analysis of Data - Primary Data - Interview : Interview Schedule- Types of Interview- Questionnaire: Construction and Pre-requisites- administration- Observation: Types, Requisites and Tools- Suitability of each Mode- Pretest - Pilot study . Relevance and Mechanism.	
Unit - V	Secondary data: Nature, Sources, Desirability and Precautions- Web sources- Opportunities and Threats- Sanitizing and Shaping up the data for analysis: Checking - corroboration - Editing - Coding – Transcription- Tabulation and types thereof- Pictorial Data Presentation : Need and Nuances – Analysis of Data: Purpose and Methods.	

Unit - VI	Structuring the Research Report: Chapter Format - Pagination - Using quotations - Presenting Foot-notes - Abbreviations - Presentation of tables and figures - Referencing of different types of sources- Documentation - Use and Format of appendices – Indexing- Linguistic aspects of report writing: Grammatical standards- Articulation- Lucidity- Flow- Clarity- Brevity.
	<p>Suggested Readings:- Amarchand, D., <i>Research Methods in Commerce</i>, Emerald Publishers, Madras, 1987. Earl R. Babbie., <i>The Practice of Social Research</i>, 13th Edition.2012. Goode J. and Paul K. Hatt. <i>methods in social research</i>, New York: McGraw-Hill Book Co., 1952. Jonathan Anderson., <i>Thesis and Assignment Writing</i>,1970 Larry B. Christensen, R. Burke Johnson, A. Turner., <i>Research Methods, Design, and Analysis</i>, 11th Edition.2010, Norman K. Denzin., <i>Handbook of Qualitative Research</i>, Fifth Edition, 2017. William Emory C., <i>Business Research Methods.</i>, McGraw-Hill Education 2000. Young, Pauline V. <i>Scientific Social Surveys and Research</i>. Pp. xxix, 619. New York: Prentice-Hall, Inc., 2012.</p>
Outcomes	<ol style="list-style-type: none"> 1. Choose a research problem and device a design to probe and solve it independently. 2. Design Measurement tools with a fair degree of Validity and Reliability to study even phenomena for which no measures are readily available 3. Decide on the appropriate sampling for research problem and go about executing the same with minimal sampling and non-sampling errors/. 4. Decide the method of data collection, design the data collection tools there-for, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization 5. Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report.

Semester - I		
Course Code : 661102	Techniques of Business Research	Credits : 4
Objectives	<ol style="list-style-type: none"> 1. To understand the focus of qualitative and quantitative researches and appreciate the use of certain basic descriptive and associative statistics. 2. To familiarise with correlation and regression models, especially multiple regression 3. To develop skills in choosing the right statistical test- parametric and non-parametric- and apply the same. 4. To familiarize the learners with concepts and techniques of certain higher statistical models. 	
Unit - I	Qualitative and Quantitative Research Methods- Methods of Qualitative Research-Preponderance of Quantitative Research- Application of the Techniques of Statistics in Research –Intelligent use of Measures of Central Tendency, Measures of Dispersion, Measures of Symmetry & Asymmetry and Association of Attributes.	
Unit - II	Measures of Relationship: Partial and Multiple Correlation and Regressions in research – Comparison of Multiple linear regression, Multiple nonlinear regression and Multiple logistic regression- Interpretation of Multiple regression Coefficients.	
Unit - III	Test of Hypothesis - Null Hypothesis and Alternative Hypothesis - Level of Significance - Confidence Interval - Type I and Type II errors . Parametric tests : Testing of means - Testing for difference between means – Related / unrelated samples - Testing of Proportions - Testing for difference between Proportions - Testing for comparing variance, correlation coefficient and regression coefficient to hypothesized population variance, correlation coefficient and regression coefficient.	
Unit - IV	Analysis of Variance: Uses and principles of ANOVA - Setting up analysis of variance table - One way, two way, two-way with interaction and Latin Square techniques - Coding method - Friedman test - Kruskal Wallis test- Post Hoc Tests in ANOVA: LSD, HSD and Scheffe's test.	
Unit - V	Non-Parametric Tests: Nature and significance - Sign Test, Run Test, Cohen's kappa, Siegel-Tukey test and Mann-Whitney U test- Chi Square test : Nature importance and Steps involved - Applications for test of goodness of fit, Relationship and Association- Yates Correction.	
Unit - VI	Concepts and applications of Canonical correlation, Heteroscedasticity, Cronbach's Alpha, Factor Analysis, Cluster analysis and Conjoint analysis-Elucidation of Autoregressive Conditional Heteroscedasticity (ARCH) and Autoregressive Moving Average (ARMA) models.	
Suggested Readings:-		
Kothari. C. R., <i>Research Methodology: Methods and Techniques</i> . KB Center (23 March 2014)		
Levin. I.V, <i>Statistics for Management</i> Pearson Education; Eighth edition (27 January 2017)		
McDaniel, Carl, Jr. , Roger Gates., <i>Contemporary Marketing Research.</i> , 3rd Edition, West publishing company 1991		

<p>Grewal. P. S., <i>Methods of Statistical Analysis</i>, Sterling Publishers, 1990 Paul E. Green, Donald S. Tull., <i>Research for marketing decisions</i>, 1970 Piergiorgio Corbetta., <i>Social Research: Theory, Methods and Techniques</i>.sage, 2003 Roger C. Pfaffenberger, James Herbert Patterso., (1987) <i>Statistical Methods for Business and Economics</i> (pp. 547-52). Homewood: Irwin. Ronald L Iman and W.T.Conover.,(1988) <i>Modern Business Statistic</i>. John Wiley & Sons, Inc. Gupta S. P., <i>Statistical Method</i>, Sultan Chand & Sons (2012)</p>	
Outcomes	<ol style="list-style-type: none"> 1. Choose an appropriate statistical tool for description of economic / business / commercial / managerial phenomena with quantitative emphasis. 2. Design a statistical test for testing significance of values, relationship, fitness and the like and applying the same with useful drawing of conclusions with evidence., 3. Gain Upgraded knowledge by the exposures to the applications of advanced statistical models of Tests, etc. 4. Interpret the test results with conviction and contextual relevance.



Semester - I		
Course Code : 661103	Professional Competency Development	4 Credits
Objectives	<ol style="list-style-type: none"> 1. To build and broaden the General Awareness level of learners in the fields of economy, polity, society and business. 2. To facilitate the use of electronic gadgets and Internet in improving the teaching – learning and research process. 3. To develop the classroom communication and presentation skills. 4. To enthuse the learners to try and adopt various pedagogical strategies. 	
Unit - I	General Awareness Individual and Group Presentations on contemporary economic, social and business issues – Reports on Industry Analyses, Trade Analyses and Export – Import Trends – Comparative Studies of Countries and Economies – Presentations on Recent Research Problems in the chosen areas of specialization	
Unit - II	Internet and Computers in Teaching – Learning and Research Computer Lab Sessions to demonstrate use of Online Journals – Sourcing of Online Research Articles from databases like EBSCO, Emerald Insight, PROWESS, Elsevier Science Direct, etc., - Subscribing to Online Research Forums like DocSig, Corporate Research Forum, SSRN, Global Development Network (GDN), etc. – Preparing professional PowerPoint Presentations	
Unit - III	Classroom Communication Testing of Conceptual Clarity through Quizzing – Mentoring and Tutoring Skills to help Slow Learners – Nuances of Written Communication in preparing Lecture Notes, Case-let and Case Writing for Classroom Use.	
Unit - IV	Pedagogical Skills Use of Case Study Method, Situational Analysis Method and In Basket Exercises in Teaching – Use of Multimedia Tools like LCD Projectors and Laptops for presentations and Interactive Instructions – Games and Simulation relevant to the Area of Specialization – Student Performance Measurement Methods like Grading, Relative Grading, Percentile Method and Measurement Indicators like Mean, Median and Standard Deviation of Students’ Scores in examinations.	
Unit - V	Research Article Writing Skills Presentations on Review of Research Articles in chosen areas – Analyzing and understanding styles and formats of articles in refereed National and Internal Journals – Abstract, Keywords, Footnote and Citation Styles in Articles – Cross referencing - Preparation of Articles for Magazines	
Unit - VI	Project Proposals and Research Proposals Components of Project Proposals – Identifying funding agencies (like DAAD, UKIERI, DST, UGC, AICTE, ICSSR etc.,) and analyzing the requirements – Research Proposals: Exercises on Research Questions, Research Gaps and Outcome of Research identification in chosen research areas – Presentation of Proposals	

Suggested Readings:-

Advances Through Meta-Analysis (*Routledge Communication Series*) 1st Edition, Kindle Edition, 29 August 2006

Barbara Mae Gayle, Raymond W. Preiss., Classroom Communication and Instructional Processes, Routledge; 1 edition (4 March 2009)

Cheri J. Simonds (Author), Pamela J. Cooper ., Communication for the Classroom Teacher (9th Edition) (July 29, 2010)

Donald J. Leu , Deborah Diadiun Leu ... Teaching With the Internet: Lessons from the Classroom, Christopher-Gordon Pub; 3rd edition (1 March 2000)

Signe Spencer, Tharuma Rajah , S A Narayan, Seetharaman Mohan , Gaurav Lahiri ., The Indian

CEO: *A Portrait of Excellence* (Response Books) SAGE Publications Pvt. Ltd; 1 edition (June 13, 2007).

Outcomes

1. Demonstrate and articulate the competency set of an effective teacher in the present context
2. Enhance the professional use of Internet and electronic devices like LCD and Laptops
3. Adopt effective ways of inspiring the audience to learn to learn, unlearn and relearn



Semester - II		
Course Code : 661201	Research for Business Decisions	4 Credits
Objectives	1. To understand the scope for research in functional and strategic areas of businesses.. 2. To familiarise learners in formulating research problems and carrying out the research projects in various areas of business	
Unit - I	Business Decisions: Concept and process – Research as a decision support system – Component business research dimensions – Environmental research – Research on functional areas – Policy Research and Institutional research in the context of liberalization, privatization and globalization- Research on Enterprises and Entrepreneurs	
Unit - II	Research for Marketing Decisions: New product development research – Research on brand equity and preferences – Research on pricing strategies – Research on distribution channels – Research on salesmanship qualities and effectiveness – Research on advertisement copy – Research on creativity in advertisement copies- Research on media effectiveness – Research on consumer behaviour – Research on market segmentation – Research on export marketing – Research on marketing information system	
Unit - III	Research for Personnel Decisions: Research on effectiveness of different sources of recruitment and training – Research on leadership: Traits, style and effectiveness – Research on employee motivation, absenteeism, job satisfaction, welfare measures, quality of work life and participation in management – Research on personnel information system	
Unit - IV	Research on Business Strategies: Strategic alliances and divorces – Mergers and Acquisitions – Disinvestment – Reorganizations – Reengineering – Corporate governance – Ethics – Social Responsibility Research for Organizational Decisions: Research on organizational issues, like climate, culture, creativity, change, development and excellence.	
Unit - V	Research for Capital Market Decisions: Research for primary market – Trend and determinants – Research on secondary market: Trend, volatility and determinants – Research on performance of mutual funds – Research on investor behaviour and protection – Research on global capital market instruments and institutions – Research on capital market information system – Research on global financial Institutions.	
Unit - VI	Research for Financial Decisions: Research on cost of capital and capital structure – Research on risk-return-patterns of projects – Research on working capital management – Research on credit management – Research on financial information system.- Research on Foreign Exchange market and trends- Research on Derivatives- Derivatives Trading	
Suggested Readings:-		
Apte, P G., <i>International Finance.</i> , McGraw Hill Education (India) Private Limited (9 June 2014) Edwin & Flipppo ., <i>Personnel Management.</i> , McGraw-Hill, 1980 Fred Luthans., <i>Organisational Behaviour.</i> , McGraw-Hill Education; 12 edition (January 14,		

2010)

Philip Kotler., *Marketing Management.*, Pearson Prentice Hall, 2009

Ricky Griffin and Gregory Moorhead., *Organizational Behavior: Managing People and Organizations.*, Cengage Learning, 2014

Sharma, A M., *Industrial Relations.*, Himalayan Books (1 December 2011)

Shiv Ramu., *Strategic Management.*,

Weston and Brigham., *Managerial Finance.*, Dryden Press; Fourth Edition edition (January 1, 1972)

William Stanton.,*Fundamentals of Marketing.*, McGraw-Hill, 1984

Outcomes

1. Choose an appropriate research problem and formulate the problem
2. Present a design for research on any research problem and execute the same.



Semester - II		
Course Code : 661999	Dissertation & Viva - Voce	8 Credits
Students individual projects under the guidance of faculty.		





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